

THE BRAINS BEHIND COMMUNITY RADIO

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Connection

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The annual guide to radio in South Africa

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EDITOR-IN-CHIEF

Louise Marsland

louise@advantagemagazine.co.za

DEPUTY EDITOR

Danette Breitenbach

danette@advantagemagazine.co.za

PRODUCTION EDITOR

Gill Abrahams

SENIOR JOURNALIST

Magdel Fourie

RADIO GUIDE EDITOR

Luise Allemann

RADIO GUIDE RESEARCH ASSISTANT

Kefilwe Maluleke

ADVERTISING

ADVERTISING EXECUTIVE

Sherrie Weir

Tel: 082 373 6149

Email: mediasales@iafrica.com

SUPPLEMENT ADVERTISING SALES

JB Media

Heidi Pieterse

011 022 8891

MEDIA24 MAGAZINES BUSINESS & CUSTOM

CEO Media24 Magazines Business & Custom

Jacques Breitenbach

PUBLISHER

John Woodford

Email: john.woodford@media24.com

PRODUCTION

Angela Silver

Email: angela.silver@media24.com

ART DIRECTOR

David Kyslinger

SUBSCRIPTIONS

SUBSCRIPTIONS MANAGER

Petro van As

Tel: 011 217 3222

subscriptions@advantagemagazine.co.za

FINANCIAL QUERIES

ACCOUNTS MANAGER

Meda Fisher

Tel: 011 217 3203

meda.fisher@media24.com

POSTAL ADDRESS

PO Box 784698, Sandton, 2146

PHYSICAL ADDRESS

Media24 Magazines Business & Custom

5 Protea Place, 3rd Floor, Sandton

Phone: 011 217 3210 Fax: 086 271 4275

PRINTING

Printed and Bound by Paarlmedia

MEDIA 24

CEO MEDIA24 MAGAZINES John Relihan

CFO MEDIA24 MAGAZINES Raj Lalbahadur

FINANCIAL MANAGER Murad Ebrahim

email: mebrahim@media24.com

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MAGAZINES



WHAT A THRILL to be

back in the driving seat of a radio-focused publication. I've been writing about the local radio sector

for the last ten years; firstly through my work on *Marketing Mix* magazine and subsequent consulting to RadMark and more recently, the Radio Advertising Bureau. But there's nothing quite like getting back in the trenches so to speak and getting up close and personal with every single player in the country and by that, I literally mean everyone.

In fact that's precisely what makes this annual guide such an institution because it comprehensively covers not just the big guns - who continue to set the bar in terms of quality content and all round professionalism - but also the community players who broadcast their signal from as far afield as the

rural hills of Transkei to the urban sprawl of Soweto. Since 1996 they've been the unsung heroes in the evolution of South Africa's de-regulated radio industry and their ongoing growth in audience numbers and the improved quality of their content cannot be ignored. They're indicative of the true depth of the local radio sector 15 years post de-regulation and a positive reflection of a truly evolving and developing local radio sector, that few countries in the world can boast.

Here then is our synopsis of the radio players currently at your disposal.

They can make your brand speak; sing or even shout - if that's what you'd prefer! But regardless of the style of communication you choose, they send your message to consumers in what is still the warmest, most intimate and more recently, digitally-enhanced means possible. So take the time to get to know the stations out there because their reach and resonance with consumers makes them well worth the trouble.



Luise Allemann Editor: Radio Guide

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Radio says game on!

By Luise Allemann



THEY SAY RADIO is dying in the face of the digital revolution but which medium continues to use cohesive campaigns, utilising on-air and digital properties such as digital,

Twitter and Facebook to such effect? Certainly not television, print or outdoor.

They say South African radio creative is terrible but which country won a Cannes Grand Prix award in the globally contested category? And just so we keep things in perspective, have you ever actually listened to the standard of radio creative when travelling in Europe or the US - well let's put it this way... don't!

But despite all that it has going for it, the

local radio sector continues to face its fair share of challenges. One of the key issues that broadcasters continue to lament is the lack of commercial radio licenses that would cultivate and even grow radio's share of audience and adspend.

The most recent batch of radio licenses granted in April 2007 to Capricorn FM (Limpopo), Radio North West (North West) and MPower (Mpumalanga) were rewarded an initial massive uptake of audiences. However, Capricorn for example, is now experiencing something of a reality check, having decreased audience share by 20% year-on-year - although it does maintain a healthy 1.2 million past seven day audience.

It may be said, that a knock on effect of the initial rapid uptake of these new offerings for stations such as Jacaranda 94.2, which had previously commanded a healthy share of loyal radio audiences in these provinces, was a decline in audience. Now it seems as if the honeymoon period is over and well established stations that already competed in these provinces have fought back and now it really is 'game on'.

In the case of Jacaranda 94.2, this is probably also because of the clever music management by head of talent, content and programming Neil Johnson who was appointed in April last year and at the time emphasised his equal appreciation of Afrikaans and English media, and music that engaged listeners from vastly different backgrounds

Johnson has subsequently seamlessly returned the station to its classic adult contemporary roots, an approach that is now bearing fruit with the station showing a 24% growth in Gauteng audiences, 27.9% Afrikaans market share in Gauteng and a 50% growth in English audiences, as per the newest SAARF RAMS 2011/1.

THE SABC CANNOT BE IGNORED

Another area of interest in radio is the SABC's portfolio of stations, given that even 15 years after deregulation, the old adage; "if the SABC sneezes, the entire industry catches a

cold" still holds true. Unfortunately, this means that the woes that have befallen the state broadcaster have impacted negatively on all forms of communication, as the uncertainty around rates and programme audience has reverberated throughout the industry and had a particular effect on media agencies trying to navigate the broadcaster's uncertain waters.

But against all odds the SABC's radio properties have remained a powerful force at grassroots level amongst millions of local radio listeners, a testament to their entrenchment within their respective target markets.

There was also a view that the SABC's African Language Stations (ALS) would become out of touch with their listeners, particularly their rapidly evolving middle-market audiences. But again, despite stations such as Kaya and 702 making some inroads, ALS stalwarts still command vast audiences. For example Ukhozi, which currently commands a whopping 6.4-million past seven day audience and has shown a healthy 7% year on year increase off an already sizeable base.

Amongst the SABC's commercial stations, Radio 2000 has shown significant growth of 14% year-on-year. This, however might have been at the expense of sister station SAfm which continues to languish having experienced a whopping 24% decrease in the last year. This is a sad turn of events for the station, which because of countless management and content strategy shake ups; and despite its national footprint and currently back in vogue current affairs genre, has never really lived up to its promise.

What's clear is that despite its challenges, radio remains incredibly well-liked and trusted by consumers within the South African media landscape. This affords radio advertisers a freedom of sorts, since brands don't have to work to entrench themselves in the mindset of time-starved listeners - the radio stations have already spent years doing that for them. This automatically provides advertisers with a ready-made, captive audience and the ability to really connect and start a conversation with their desired target market. All that's needed is a compelling message and a brand that delivers on its promise. The big question now, is are you up for it? <



I dream of studying further
and I see myself as a successful entrepreneur one day

I have a diploma in Retail Management

I listen to House, Durban Kwaito, Jazz and RnB

I love to socialise with my friends at braais,
parties at the beach, and clubs

I help my mother take care
of the family. I have a 5-year-old
son who lives with his mother.

I work as a Tele-sales Team Leader

I play football in a local
league on Sundays

I dream of starting my own P.R. and Events company

I have a B.Comm. in Public Relations

I listen to RnB, Soul, Durban Kwaito and Gospel

At least once a week my boyfriend and I go out for dinner

I live with my boyfriend and our 3-year-old daughter

I work as an Events Co-ordinator

I do most of my shopping at Umlazi Mega City,
but I like to go to The Pavilion to buy my clothes

On Sundays I attend church,
followed by a family lunch at home



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Radio leads the consumer tribe



Newly appointed RAB GM **Gilda De Araujo** has a unique view of the South African radio sector. Here she looks at how radio and digital remain the best of friends and how the medium continues to tap into target market mindsets in the most intimate and often, effective manner possible...



MARKETING 101 - the customer is king or queen. Every marketer knows this, and it has never been more relevant than in today's high tech, smorgasbord-of-new-media-choices world.

The rapid growth of new media platforms and the technological accessibility thereof makes for a very active, distracted and empowered consumer.

These new media platforms give consumers more voice and more choice than they've ever had, instantly! From the consumer's perspective, it feels great. Consumers flock giddily from one innovation to the next, each engagement promising to be sexier than the one before and often delivering on that promise.

Understanding the appeal of the new media offerings comes down to the basic human need of having a sense of belonging and being included; of being heard and feeling valued. As humans we also have a strong 'nosey' factor, we love to hear what other people are up to, and how they feel about things, this helps us to benchmark ourselves in the never discussed but ever present quest for survival of the fittest.

New media delivers on these needs. Consumers can widen or filter their community to build their ideal 'family'. They can get an instant and constantly



updated fix on who's thinking what, and if they're confident enough, the opportunity to share their own thoughts in a broader forum.

WE ARE FAMILY!

What many people fail to realise is that radio has fostered just such communities and has in fact been part of this collective since its inception and of all so-called traditional mediums; it remains the most effective at addressing these human needs. The on-air presenter is my friend, keeping me company throughout my day, and the station is my community. Back in the day, I would write or call in to my station. Today, my on air friend invites and encourages me to SMS, comment on

Facebook, email, and call in with my opinion on almost everything.

I get to hear the thoughts and opinions of my community members. I engage with my community by tuning in, through Twitter, Facebook, blogs, the station's website and at station events. My station is immediate, I hear about breaking news that's relevant to me right through to voting for new songs to be aired.

A TRULY MEASURABLE MEDIUM

Another great thing about radio is that listeners are well trained to embrace and act on marketing messages, and like all traditional mediums, radio is measurable. Marketers can access specific communities, in an engaging and interactive manner using radio.

However, in order to get the best results from radio, marketers must be encouraged to really understand each community that they're speaking to, and to speak to that community in a way that is relevant and meaningful to them. Blanketing one English ad execution across five or six stations minimises engagement, and in some cases can cause tune out, due to irrelevance.

The very low cost of radio production is a gift to marketers, allowing a tailored message for each station, sometimes even for each time channel, with creative execution delivering the most relevant value proposition or communication style for the listeners within that community.

Radio's challenge is to stay abreast of technology trends and to stay ahead of the pack. Radio is well positioned to be the all-knowing friend, the trend

RADIO STATS UPDATE



In 2010, the economic recovery as well as spending associated with the FIFA World Cup boosted radio advertising with revenues for the six months ended 30 June 2010, achieving a level of R1.24 billion as compared to R1.05 billion in the same period in 2009.

Continuing improvement in economic conditions should result in growth of approximately 10% in 2011 and 2012, and as the economy gains momentum in 2013-2014, radio advertising is expected to accelerate with an 11.1% increase in 2013 and a 12.1% advance in 2014.

For the five year period to 2014, we anticipate radio advertising to grow from R2.0 billion in 2009 to R3.1 billion in 2014, a 9.4% increase compounded annually.

Unlike the situation in many Western countries where radio is a mature medium, in South Africa, the liberalisation of radio is a relatively recent phenomenon. As a result, the number of community stations reaching remote areas is still growing and new commercial stations are being licensed in major markets.

The growth in the number of stations helps account for the above-average growth rates of radio compared to most other media. As a result, the local entertainment and media industry is at a crossroads and the more information that the South African industry has in terms of global trends and information, the better placed it will be to make informed decisions in terms of leading radio, going forward.

(Source: PwC Southern African Entertainment and Media Outlook Report 2010-2014)

setter, who introduces new technology and engages its listeners with these technology innovations within radio's spectrum of offerings.

A COMMUNITY CONNECTION

Another excellent example of how radio is delivering on making the listener a part of an engaging and interactive community in an even more riched manner, is community radio. This is due to its ability to use language, regionally-relevant news and happenings, very tightly identified market segments as well as content that is highly relevant to the specific segment being address.

With more than a 100 licensed on-air Community Radio Stations, with a combined listenership of more than 7.3 million which is growing steadily this adds even more weight to radio's current offering.

Key reasons for this is that Community Radio understands:

- The culture and the environment of the listeners that they are broadcasting too
- In many instances speak the language (mother tongue) of listeners
- Broadcast news and events relevant to the communities as the information flows from the community to the community radio stations and vice versa.
- The presenters are people that the community identify with
- Takes up causes and issues that are normally not found to be important or are neglected by mainstream radio stations and media.

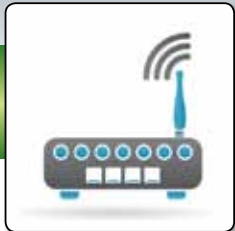
Against this backdrop, it's hard to not see the wood for the trees. The challenge for marketers is to find, understand and then engage relevant communities, a worthy exercise given the excellent return on investment that can be garnered as a result. ◀



It begins with a sound. It could be a few quiet words or a call to mobilise.
We believe in the power of radio. We believe in the power of people. Together we can achieve.



Talk radio.



Is radio back in the starting blocks?

Vizeum was recently voted the small media agency of the year in the 2011 AdReview awards. Director **Tanya Schreuder** gives us her views on radio from a media planning perspective...



HAS RADIO AS a medium come to a standstill? The media landscape has become so dynamic and fragmented, which has been driven by the consumer expectation that they should be able to access content where and when they please. In light of this, traditional platforms are being challenged and advertisers are continuously looking at improved or new ways to reach their consumers.

Within that scenario, the new buzz word is convergence... a space where consumers integrate traditional channels with the digital world. But let us get back to basics; radio is a medium that has been around for about 100 years. The power of radio advertising remains two-fold. The right stations and demographic target, coupled with the consistent delivery of your brand message should yield the best results. Like most advertising, you must have a clear idea of who the most profitable market is for your brand, and therefore create a campaign to cement your message in their minds.

So where exactly does the opportunity lie for a new technology in an old medium? Martin Stiksel of Last.fm describes convergence in an interesting way: "It's the opposite of the broadcast concept, which is a one-to-many model. It takes radio back to its original state when it was individuals putting their own music on-air"

The future is bright, we can look forward to unbundling of content, radio that truly meets the audience's needs, an experience that will allow us to pause and rewind radio, on demand content and content that is personalised.

But how exactly can digital radio revenue, help increase the medium's share of voice to address this question it's important to delve into some of the new technologies that exist in the global market and

how they are changing listenership patterns:

- The 'Slacker' (mobile personalised radio) - Take your stations with you anywhere you go with the Slacker Portable Player. Your custom stations are automatically updated on the Slacker player, ensuring that your favourite music always plays when you want it to. The large 4" screen displays album art, artist information and visualisations in vivid colour, allowing you to get your Slacker online experience wherever you might be.
- The 'Sandisk Sansa Connect' - The Sansa Connect MP3 player is the first Wi-Fi based MP3 player from Sandisk's audio line. Created by the leaders in flash memory for wireless entertainment, this flashed-based player keeps you connected to your music, friends and fresh new entertainment streams wherever you are. All from one wireless mobile player, the Sansa Connect plays music, stores photos and gives access to Internet radio.
- LAUNCHCast Internet radio - Owners with a Yahoo! ID can listen to LAUNCHCast Internet radio, browse Flickr albums and photos, and see what their friends are listening to.
- The 'Chumby' - A compact device that

displays useful and entertaining information from the web: news, photos, music, weather, celebrity gossip, webcams, sports scores, using your wireless internet connection. As it's always 'on' it shows a non-stop feed of the online content that's relevant to the user. And if, for example, you want to see news, the surf report, and traffic in the morning, and animations, web cams and eBay auctions at night, you can group widgets in 'channels.' Watch constantly updated info, or use interactive widgets that take advantage of its



Radio's perceived health in the South African market?

Radio as an electronic channel still has the highest penetration of any media type in South Africa. It reaches more than 30-million people, 91.4% of all adults aged 15+ versus TV, which reaches 88.5% of South African Adults. (Source AMPS 2010AB)

The latest SAARF RAMS release (April 2011) shows a healthy increase in radio listening, while time spent listening has decreased by 4 minutes per day. What's most interesting is that the decrease is coming from the new, small urban/rural sector.

Looking at spend on Radio, the ratio vs. TV has not increased as significantly in the last 10 years, where TV attracted R2977.1 million of spend in

2000 & radio R1224.6 million. Radio attracted 14.6% share of voice in 2000, where in 2010 its share had decreased to 12.8% share of voice vs. TV which grew from 35.5% share of voice to 46.6% share of voice. So why has radio not increased its share, when it is so well positioned & truly reaches all South Africans?

But could it boil down to the

"Cinderella Syndrome", where radio is perceived as the ugly step sister?

- From a creative perspective, we sincerely battle to rattle off a long list of radio ads that have touched us emotionally.
- As it lacks the visual cues, this often leads to clients not believing it can

build their brands.

- Radio often positions itself up against TV, the "power of radio vs. TV". Should they not be focussing on the benefits of radio vs. press? Radio offers regional to specific community-based target markets or genre-specific listeners or appointment listening, for e.g. traffic & new reports?
- While other channels are reinventing themselves, radio seems to have stood still.
- Time spent listening to commercial radio is slowly decreasing & revenues are under threat.
- Finally, has commercial radio just become too expensive?

touch screen or motion sensor. You can even share widgets and send e-cards to other people's chumbys.

This technology already exists, and there are new technologies on their way?

- Music players pre-loaded and purchased with thousands of songs from which you create your own personalised playlists
- Music players that offer you playlists of your favourite local radio station with the speech and advertising taken out
- Music players that play streamed or downloaded 'shows', offering you new content automatically according to your tastes and interests
- Music players that allow you to stitch together your own personal radio station.

How far is South Africa from seeing these technologies? I don't have the answer. That lies in consumer demand, which is rife! However, according to research done by the GFK Group, even if new technologies are changing the world, human beings remain creatures of habit:

- New media platforms are used mainly by younger people
- New media platforms are used mainly for additional media content and not for the common radio program
- For a conventional radio program people prefer using traditional platforms such as a radio device in their home.
- New platforms are being used mainly for the content that one cannot (or not that easy) get via traditional platforms, i.e. video on demand or user generated content such as videos on YouTube.

In the future will advertising will be local to the listener, from a global marketplace?

Will content be local or global, from a global marketplace? Who knows but what an exciting space and landscape for South African radio to be in. Time waits for no-one, so it is time for radio to get out of those starting blocks. ◀

Source: Grant Goddard London Based Radio Specialist & analyst

Wherever you go in central South Africa, OFM is on your frequency. With the highest penetration into the lucrative LSM 7-10; 25 to 49* market across all available radio and print media in central South Africa, lead by the highly engaged and interactive breakfast presenter; Tim Thabethe, it's no wonder that OFM is the sound of central South Africa. OFM, the sound of central South Africa for the past 25 years.

(*RAMS 2011/01)



What to 'watch' on radio

Kagiso Media executive director: broadcasting **Omar Essack** oversees some of the biggest radio brands in the country and has recently been involved in the launch of Ja.fm (www.ja.fm) – a hybrid digital/internet radio station catering specifically for the needs of the Afrikaans listener with leading edge voting technology. Here he gives us some well versed insights into the medium...



Overall, I believe that the industry must become more sophisticated around its management of investment and the pricing thereof in order to remain competitive.

Q. What are the key issues facing stations in the next year?

A. The key issue for all media is the increase in the number of entertainment and information options available to audiences. This results in scarcity of attention as consumers flirt from one novelty to another and become harder for advertisers to reach. Channels need to invest more in retaining attention, through investment in unique content concepts and in marketing. On the positive side, for advertisers, the proliferation of media choices will drive down the cost of advertising exposure. Frequency will increase, however, reach would become increasingly fragmented – hence more careful channel selection would be paramount.

The key issue facing radio is the lack of innovation – from both a content and advertising platform perspective. Advertisers' needs have evolved, yet some radio owners' primary offering is still a 30" spot. If content drives revenue, then why are media owners stagnating on innovation? We're certainly conscious of the need for more investment in these areas of our businesses.

Q. How would you describe the current state of the digital/radio relationship and how does it continue to change the local broadcast landscape?

A. Facebook, Twitter and search engines are incredible resources that can help make content

creators and marketers on radio more effective than ever before. Those that understand how to immerse themselves in the conversation and can embrace and exploit how their audiences are behaving on these platforms and networks will continue to thrive. However, expect a backlash, if the conversation threads that we try and encourage are blatantly commercial.

Q. In which area/s do you think radio is in a class of its own?

A. Radio advertising is still faster and easier to produce and we can turnaround campaigns faster than most media. Radio remains the most effective media for commuters and still dominates the car and office/home environment during the day. Increasingly, we're able to show how powerful the medium is in bringing people to events – whether it's East Coast Radio's BIG WALK with 25 000 people or Jacaranda at Innibos, attracting 50 000 people, the medium gets people to ACT. It has always been a great platform to support television and other media and has often been exceptional as a primary tool to launch brands and maintain top of mind presence for products and services based on sustained exposure.

Radio can also be innovative when combining on air messaging with on ground activation and sampling and more brands should make use of this unique and effective tactic.

Q. Where is radio still not where it should be?

A. On the downside, radio creativity is not where it should be and the breakthrough creative ads are few and far between. Poor creativity means that

Q. How is radio currently performing against other media?

A. I think that the category as a whole is doing relatively well. There are some stations that are growing in the high double digits and some that are not. Some of this growth is spurred on by extraordinary levels of discounting. Certainly, TV has led the charge in this area and sucked up a significant share of total media adspend. The challenge for media owners in radio is whether to merely fall in line or maintain their pricing integrity. If by doing the latter, they concede market share, then there needs to be a rethink on pricing strategy.

ads become part of clutter, rather than making an impact. Like all broadcast media it is not easy to pin down whether an advertisement resulted in a specific purchase because of the lack of real time tracking to show some sort of causal link. However, there are hundreds of brands that used radio exclusively and were able to grow their sales and awareness exponentially. The reality is that the medium is still accessible to the largest number of South African consumers and being a radio DJ is still considered the No 1 job for SA youth according to The Sunday Times

Generation Y survey. On this continent, the medium has legs (and ears).

'ADVERTISERS' NEEDS HAVE EVOLVED, YET SOME RADIO OWNERS' PRIMARY OFFERING IS STILL A 30" SPOT'

Q. What should we watch for on the radio landscape?

A. We have recently launched Ja.fm (www.ja.fm) - a hybrid digital/internet radio station catering specifically for the needs of the Afrikaans listener with leading edge voting technology that allows songs to be chosen by listeners in real time. As the broadband revolution gains momentum, the urge for the my.fm radio station becomes closer to reality. Content and music can be tailored by the listener in an infinite number of ways. Ja.fm is just the beginning.

Q. What do you see as the impact of the granting of new radio licenses?

A. New radio stations with new formats are probably good for the category, if they provide for an unmet need and increase the time that audiences spend listening. The challenge is sustaining the interest. 'Radio presenter' may be a sought after job but that isn't translating into a glut of emerging talented personalities. Here, the industry is to blame for recycling talent and not investing in coaching and development. It is why Kagiso Media has invested in the Wits Radio Academy. We're hoping that over time, it will result in a pool of improved managers and presenters. I believe that the industry players also understand that radio has to innovate in all areas - creativity in programming and sales is critical to getting the attention of consumers and clients.

Q. What impact will the looming ban on alcohol advertising have on the radio sector?

A. This will certainly reduce revenues if a complete ban is implemented - much the same as the ban on cigarette advertising some ten years ago. All media will settle at a lower level in the short term, but media owners are not expected to be materially affected by this. Some media types, like TV, will be impacted more by the proposed ban, similarly radio stations that have a high volume of alcohol advertising will be impacted more as well. However, the primary alcohol brands have taken the initiative to 'self-regulate'. The aim of self-regulation is to promote responsible alcohol consumption via accountable advertising. We hope that this initiative has the anticipated impact on the way in which a 'restriction' on alcohol advertising is legislated.

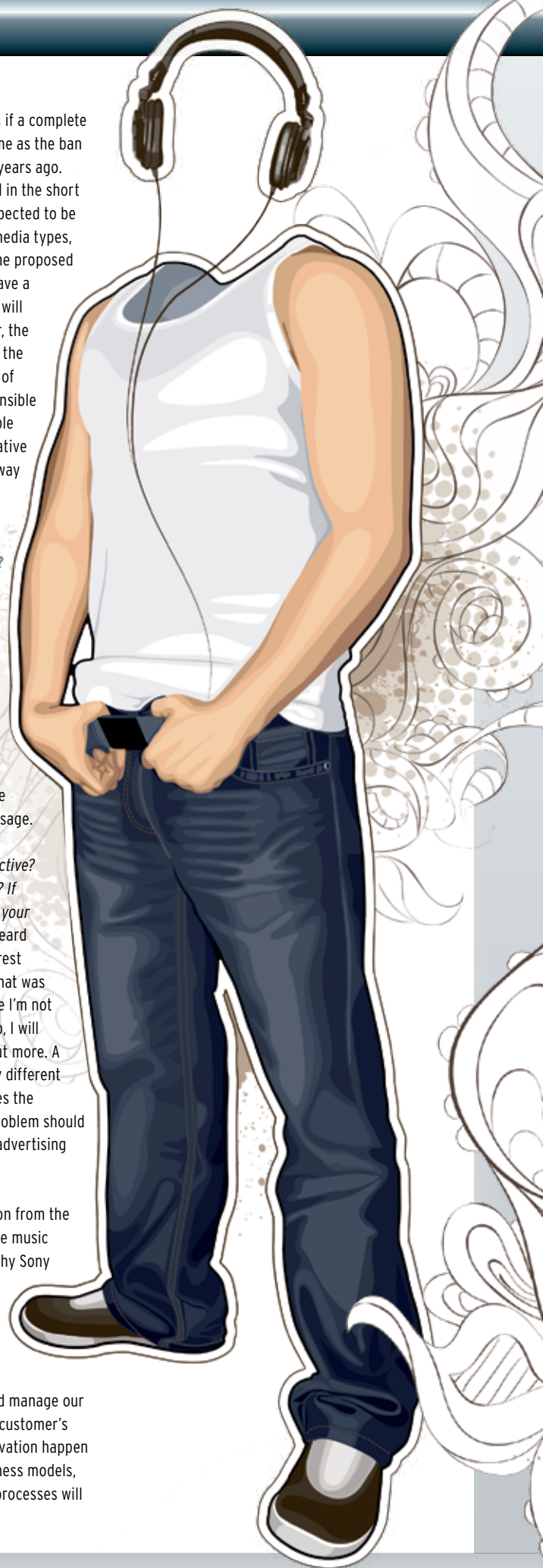
Q. Anything else you'd like to add?

A. I'd like to see media owners and client agencies partner to achieve client's objectives. Too often agencies force concepts and campaigns onto radio stations and when they don't work, they blame the medium. The truth is that as long as the transmitters were working when the campaign ran, the large and loyal audiences of the stations would have heard the message.

The question is, *was the message effective?*

Did it have an emotional resonance? If your objective was conversion, was your offer compelling enough? Today I heard African Bank offer concerning interest free personal loans on the radio. That was compelling. I haven't acted because I'm not in need of a loan right now. Even so, I will probably make the effort to find out more. A compelling offer that is sufficiently different from the competitors and addresses the customer's needs by solving her problem should be the basis for all marketing and advertising communication.

There's a really fascinating observation from the CEO of Sony, the inventors of mobile music devices like the 'Walkman', about why Sony lost the space to the Apple iPod. He said that Sony was all about the device, while Apple was all about solving the customer's problem. When all stakeholders in our industry behave in this way and manage our people and processes to solve the customer's problem, we'll see meaningful innovation happen and meaningful innovation of business models, people management and creative processes will ensure sustainability. ◀



Radio: problem child?

Draftfcb group chief creative officer **Brett Morris** is also current chairperson of the Creative Circle and has a string of Radio awards from both Cannes and the Loeries to name but a few. Here he gives us his current view on the state of radio creative



FOR SOME reason, radio has always been a neglected child, destined to be the disappointing sibling that never quite reached its potential. Left to suck the proverbial hind teat in the wake of its glamorous older sister, television, and trendy big brother, print. And frankly, I put it down to bad parenting.

Radio has all the potential, if not more, than its overrated family. And perhaps it is precisely because it is a misunderstood child, that there's so much bad radio out there (not that the same can't be said for TV and print).

Firstly, radio is the only medium where you have complete creative control. You write the script, cast actors and direct them. All you need is a great sound engineer and then there really are no excuses.

Another of the medium's major problems seems to be that people think because it's only audio, you need to compensate by being loud and invasive, when in fact it's just the opposite. Radio is very intimate and people probably have closer relationships with their radio than with any other medium. They spend quality time with their radios in the car, office and home

and engage with it on a one-to-one level. So shouting your message is not going to make it more impactful, only more irritating.

Announcers are particularly bad culprits when it comes to 'shouting'. I've heard perfectly good ads that were ruined by an over-the-top announcer at the end. The announcer is as much a part of a radio ad as a logo or brand is part of a print ad. People tend to think that they can tell a story and shove a voice over on the end, but there's no getting away from it. If the announcer is bad the ad is bad.

Character voices are also inclined (or perhaps in some cases are directed) to perform to

an audience, when in fact they are having a conversation with one or two people. Not to mention a conversation with an attentive listener. The only real threat of interrupting that conversation is when the ads are so bad that they change the station.

Thirdly, another reason for radio's unnecessary downfall is that, because it is the medium is treated as an afterthought, it tends to be produced in the same way. Why is it that with TV and print we have weeks of extensive pre-production and casting, whereas it's seen as perfectly acceptable to turn a radio campaign around in a matter of days?

Radio should be treated like any other production. You should have pre-production meetings, casting and whatever else you need to do to make sure the idea is given its best chance of being great. If it doesn't go right on the day, there's no-one else to blame. One simple way of avoiding this obvious pitfall is to record on one day and mix on another. Magic doesn't always happen within a couple of hours and the more time you get to digest, the better. Sometimes when you sleep on it you may see something the next day that makes your ad a whole lot better.

Finally, a few thoughts on using the medium to best effect. There are certain ideas that lend themselves to being 'radio ideas'. I know it's a cliché but radio is theatre of the mind, and there are no limits to the picture you can paint in the mind's eye. Whether you want fill a stadium with a hundred thousand people or have herds of wildebeest sweeping majestically across the plains or have a hamster juggling chainsaws, it can all be achieved with a simple sound effect (and even with a limited budget).

Of course there's nothing wrong with a simple well crafted script that plays out a scenario which could just as easily have been a TV ad, but radio has so much more potential. And there's no reason this neglected child shouldn't reach its potential. If it doesn't, I say blame the parents. <





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your music • your world

Community Radio engages all LSM consumers

IN THE LAST TWO YEARS, The Media Connection has launched two new divisions, The Brand ConneXion and The Mobi Connection, and restructured the company to ensure even further representation and promotion of South Africa's community radio stations as a chosen medium to reach niche markets and brands' desired LSM groups.

"The December RAMS release stated that community radio has 7 858 000 national listeners, representing 21% of the total radio-listening population. If one considers that this equates to 21% of the buying population, with expendable income, and that they make daily choices with regards to various products, it's a very large target audience to miss out on," says Judy Milne, Director of The Media Connection.

Community radio speaks to its community in their native language. Added to this, is that because each station's footprint is fairly small in comparison to national stations, they tend to speak directly to the language groups within the geographical area of the station. This cancels out a lot of 'wastage' with regards to consumers hearing the advert - which may be totally irrelevant to them - because of either language or geographical barriers.

"Community Radio is sold on the premise that we are engaging with local people, within the local area, by using their individual languages. This enables the advertiser to speak directly to the people they want to target, without having to cover additional areas. Target marketing is thus very economical and effective," says Rachelle Jaques, Sales Manager of The Media Connection.

"We also have the exact LSM demographics of our community radio stations' listeners. This enables us to specifically target a campaign for a brand hoping to reach any LSM category from 1 to 10 and above," she adds.

Gauteng's basket of community radio stations alone would average the advertiser a cost per head of a mere R0.024c per listener (477 000 listeners). "This is very impressive considering that advertisers can reach a highly-focussed market and that their reach and accuracy are a lot more cost-efficient and effective," says Milne.

What's more, community radio now offers a broader advertising platform to the marketer or advertiser. The Media Connection together with its divisions, The Brand ConneXion and The Mobi Connection, are bridging local radio campaigns with brand activations and digital media.

SATELLITE BROADCASTING

The Media Connection offers brands the opportunity to make use of its central broadcasting studio, equipped with satellite broadcasting equipment.

"Our clients are able to reach a very large number of community radio station listeners, with one broadcast," explains Jaques. "The stations accept the live feed and are instantly on air and broadcasting to their own community. This is extremely effective for competitions and national campaigns looking for a call-in element."

As consumers are more cautious and savvy following the economic recession, advertisers have to make sure that they target the correct audience, in their own language. "We are able to offer advertisers and their brands numerous engaging and interactive campaigns. We have just enjoyed a successful run with one of SA's leading banks," says Jaques. "Shifts in the consumer landscape mean that they are looking for different kinds of opportunities. This is an untapped area that we are steadily growing."

The outdated perception that community radio isn't effective when it comes to reaching consumers and increasing sales will leave many media buyers and their clients behind, if they don't start to



SA FM's Ashraf Garda at a Media Connection conference talking about the benefits of community radio



Hands up for community radio

understand the value of a medium that speaks directly to the consumers they are trying to reach.

THE POWER OF MOBILE MARKETING WITH A RADIO CONNECTION

"Marketers and their ad agencies need to take a strategic approach to the use of mobile marketing," says Milne. Advertising on a radio station mobi site can extend the life of a radio ad campaign far beyond what any radio ad can do.

A well thought out radio campaign on community radio that drives listeners to the station mobi site, where they can then interact with a brand, creates a visual experience of that campaign. A call to action via an SMS number or click through banner onto a well designed landing page, can result in greater response to that campaign, in a measurable way, allowing marketers to gain feedback from their consumers, and educating the brand about their consumers' needs.

In addition, the fact that listeners can browse the radio station mobi site at their own leisure, while not necessarily listening to the radio, makes the combination of radio and mobile a powerful marketing space for any brand. Mobi sites are accessible from any device that has web access.

It would be short sighted to assume that community radio listeners do not have access to cell phones or the desire to keep up with current trends with regards to internet activity on their phones. For more rural stations, this is an excellent way to keep listeners educated and in touch. Research also proves that in even in the most rural areas in South Africa, there is cell phone and internet activity. Latest figures indicate that the growth of smart phones in South Africa represents 16% of total market. "According to AMPS, 50% of all new worldwide internet connections in 2009 came

from mobile. This is why we are positioning our offerings where we know that consumers will have access to our advertisers and vice versa," adds Milne.

The Mobi Connection also facilitates MMS campaigns, mobile business intelligence and bulk messaging. "This results in increased brand awareness and message uptake by targeting consumers on a personal, immediate and direct level rather than randomly trying to communicate to a nameless and faceless audience," says manager Debra Williams.

COMMUNITY RADIO SMS LINE IN-STUDIO DASHBOARDS

"We launched our Ibuzz offering in February 2011, enabling community radio presenters all over the country to interact live with listeners on a comment/competition/voting line, which has allowed us to collect a viable database of cell phone numbers for our clients. To date, we already have more than 75 000 registered users. We also know where they live, where they shop and how they spend their disposable income. This represents a range of target markets just waiting to be tapped," says Milne.

We are all about calling listeners to action and giving them a reason to go and visit our clients' mobi sites. "The more listeners enter competitions, the more profiling we are able to do. This creates loyal consumers and touch-points for brands," she adds.

IN YOUR FACE ACTIVATIONS

The Brand ConneXion provides marketers with extra mileage in the community radio

sphere with branded vehicles that take the on-air message directly to the consumer's door. "Live music, entertainers and popular DJs cross live to community radio station, whilst an on-the-ground promotion captures consumer attention in taxi ranks, and local shopping malls for example," says manager, Simon Milne.

"Then you have a powerful call-to-action that sees consumers flocking to the events because of the high level of publicity the stations and The Brand ConneXion's Promobiles create. In very successful cases, stores are said to have sold out of stock, before the event is even complete," he adds.

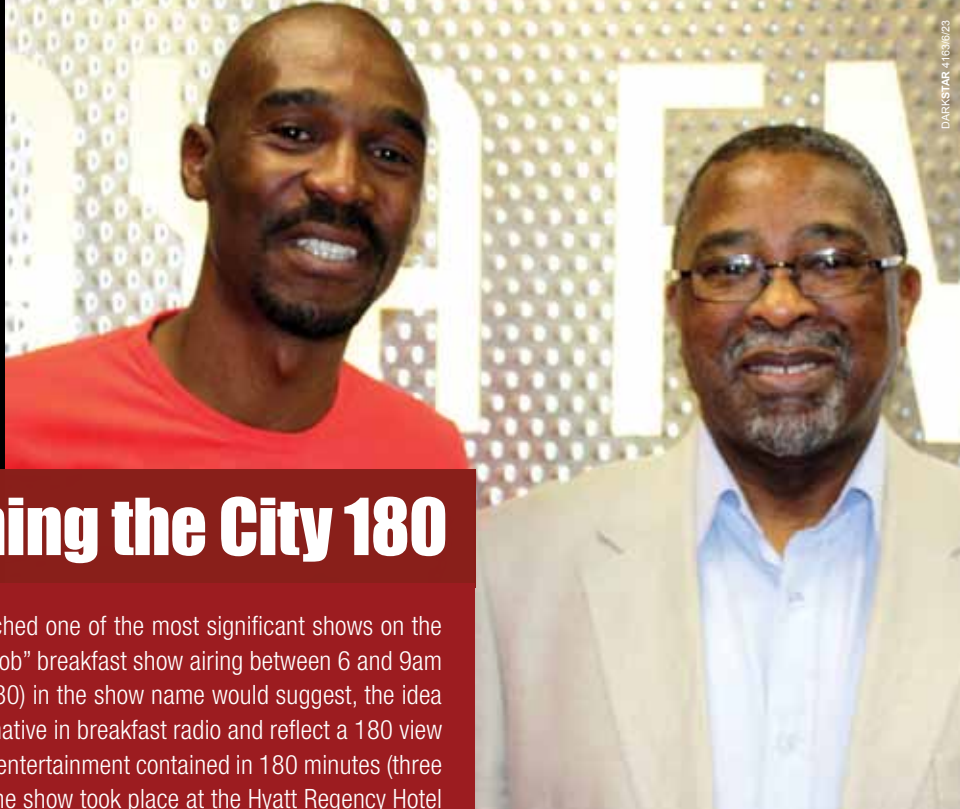
The Brand ConneXion also facilitates vehicle wrapping and corporate gifting.



The Media
Connection

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





Bob Mabena. **Turning the City 180** 6am-9am Monday to Friday.

On the 10th of January 2011 Kaya FM 95.9 launched one of the most significant shows on the radio station and Gauteng region - the "180 with Bob" breakfast show airing between 6 and 9am on weekdays with Bob Mabena. As the number (180) in the show name would suggest, the idea behind the show is to deliberately provide an alternative in breakfast radio and reflect a 180 view on a variety of social subjects as well as news and entertainment contained in 180 minutes (three hours) of compelling radio. The launch event for the show took place at the Hyatt Regency Hotel in Rosebank and extended an invitation to some of the country's most influential individuals in media and advertising with a collective net worth of over R2 billion - immediately demonstrating the pulling power of the host.



A 360 view on content:

The show anchor Mabena is flanked by fine talent with seasoned sports writer and knowledgeable Simnikiwe Xabanisa, indomitable journalist and news anchor Fahmida Miller as well as steady and composed Tshego Modisane on traffic.

Over and above the basics, the show includes a creative mix of both music and talk and boasts exceptional experts on features such as **"180 Health"** with experienced GP Dr Tiny Mhinga, **"180 Food"** with Head Chef and owner of Black Sage, Mokgadi Itsweng **"180 Tech"** with IT guru and director of Callcom IT, Tony Trollip and comedy with the **"Weekly Wrap Up"** from the radically funny Eugene Khoza. Recently the show now incorporates a uniquely Afropolitan ad review feature called **"180 Ads"** with industry expert and CEO of Grey Advertising South Africa; Sizakele Marutlulle (known as Za) to offer a 180 view on some of the current advertising messages and trends to black middle and upper class consumers across a range of products and media channels.

The 180 view:

One of the show's key elements in the show is an interview feature called **"On Point with Bob"** which sees the show tackling *the other point of view* with some of the region's most influential personalities across business, politics and socio-economic issues. Some highlight to date include; Terence Nombembe, Julius Malema, Jonathan Shapiro (Zapiro), Jimmy Manyi, Helen Zille, Moeletsi Mbeki and the State President Jacob Zuma.

An agent of social change:

Another key objective of the show is not only to be a voice representing a mature and discerning middle to upper class audience but also to be visible and socially active in the community. The show began its first week with a "Back to School" initiative for first graders at Mvelaphanda primary school in Tembisa followed by Bob's patriotic public protest on the improper display of the country's national flag, planting 180 trees at Pimville Park with the Mayor and challenging Gauteng youth to draft their own charter for Youth Day. Mabena regularly advocates for what he calls "selfless revolutionaries" to make a difference in their communities and create their own solutions.

Experience in the business of radio:

The business of radio and in particular breakfast radio on commercial stations



has over the years steadily and rapidly combined personality and content with sellable and tangible features and benefits for advertisers. Radio sponsorships and promotions are common place in today's environment and have the ability to generate alternative revenue streams for media houses.

The breakfast show is typically the flagship show of any station and when selecting hosts, commercial radio entities look for personalities who clearly and readily understand their relationship with the platform and how branding on the platform equates to

incremental spin offs and additional revenues *Off Air*. These presenters possess the emotional intelligence to be intuitive about their listener's needs as well as the shrewd business insight to monetize these daily solutions into ideas that brands can be associated with.

Mabena spans a career of more than 25 years in the radio and television broadcast space in a myriad of roles such as; presenter, music manager, programming and station manager as well as trainer - he has almost done it all.

Beyond radio stations, Bob has been involved at the shareholder and administrator level for both Primedia Ltd as well as Makana Radio Communications. He has also established a consultancy business, Endow Media & Marketing, which takes advantage of his extensive experience and understanding of the South African broadcasting industry from regulatory issues to everyday programming.

Known for his *On Air* delivery and execution by both listeners and advertisers, Mabena is certainly a bankable commodity for the continuously and exponentially growing Afropolitan market and the brands and advertisers who want to reach them.

BECAUSE I LISTEN

I can relax knowing that everything
is going according to my plans.



ARABANG MAKAZA. MANAGER OF MEDIA STRATEGY AND PLANNING AT MTN. AND LISTENER.

I take my job seriously. That means the little free time I get I like to take in some serious relaxation. Being a listener I know that Kaya FM can deliver on my plans. To bend the ear of South Africa's Afropolitan's, there's just no better place to be.

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Good Music • Good Friends

Channel Africa

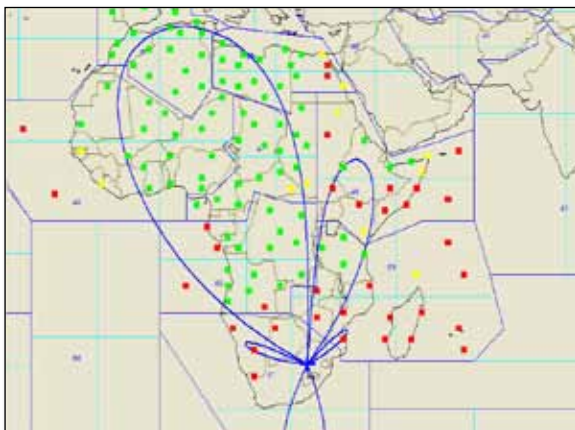
Freq: Various AM frequencies, satellite, Internet and DTT

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
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: ftp. site
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; 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 celebrations and Channel Africa music awards
Past 7 day listenership (South Africa): 9 000 (RAMS February 2011)
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 decision makers. 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"



Ikwewezi FM

Freq: 91.8-107 FM

CONTACT INFORMATION

Tel: (012) 431-5300/1/2; **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:** skosanajn@sabc.co.za
Marketing manager: Tokologo Mokoena
Tel: (012) 431-5320/5493; **Email:** mokoenata@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 language: Ndebele
Frequency: 90.6 -107.7
Payoff line: Lapho Sikhona Kunokukhanya
Broadcast area: Mpumalanga i.e. Highveld & Eastveld, Gauteng, Limpopo, as well as parts of North West.
Advertising policy: Four ad breaks of two minutes each per hour.
Material requirements: CD and flash card
Major station events: Township tours, campus tours, outreach programmes and CSR projects.
Past 7 day listenership: 1.467 million (RAMS June 2011)
Target audience: Ikwewezi FM primarily targets 25-49 year olds in LSM 4-7. Our secondary market is 16 - 24 year olds, reaching more people who speak and understand isiNdebele than any other station in Mpumalanga (90%). Listeners are typically outgoing, fun loving and economically active 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.
Format: The station offers top quality local information-based programming, with the right mix of current affairs, news, drama, music, religion and sport, as well as a commitment to arts and culture programming. The music format is a mixed bag of local (Afrosoul, Hip-hop, Kwaito, Gospel) traditional and international music. The talk element has a focus on topical issues, as well as covering current and cultural issues, and consumer affairs. There are also shows relevant to the youth which focus on education, motivation, and entrepreneurship.
Positioning: Ikwewezi FM is the catalyst in presenting the Ndebele culture. The station aims to demystify the perception about the Ndebele tradition and culture, improve listeners lifestyles by keeping them in touch and empower them by delivering compelling, quality programming.



Lesedi FM

Freq: 87.7-106.6 FM

CONTACT INFORMATION

Tel: (051) 503-3090/1; **Fax:** (051) 503-3269
Website: www.lesedifm.co.za
Station manager: Pulapula Mothibi
Email: mothibipm@sabc.co.za
Programme manager: Wire Khoali
Email: khoaliw@sabc.co.za
Acting marketing manager: Email: phethulu@sabc.co.za
Portfolio sales manager: Senate Moshoeshoe, SABC Radio Sales
Tel: (011) 714-7139; **Email:** 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 (47% of adults) and Gauteng (32% 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, Jazz OBs; 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 Celebrations and MACUFE.

Past 7 day listenership: 3.432 million (RAMS June 2011)

Target audience: The station's core target market is 25-49 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 urban in nature. This is demonstrated by the fact that 58% of the station's audience is based in urban areas, while only 42% come from peri-urban areas. Listeners are highly aspirational, economically driven, mobile trendsetters who are constantly moving up in life. Overall 2.739 mill (P7 days) of the Lesedi FM's listeners are within the LSM 5-10 continuum. That equates to 79% of the station's listeners.

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
Programme manager: Ntfontjana Dlamini
Tel: (013) 759-6614; **Email:** dlaminiinc@sabc.co.za
Marketing office: Christinah Mazibuko
Tel: (013) 759-6746; **Email:** mazibukocz@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, 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: Radio Sport insert of the year 2010, merit award on Radio Sport Commentator of the year 2010, PANSALB Awards - Language and Literature Award 2011.

Past 7 day listenership: 1.554 million (RAMS June 2011)

Target audience: Young, aspirational, upwardly-mobile black people living in Mpumalanga. The station primarily targets 16-24-year-old, Swati-speaking and understanding people, with a secondary focus on those aged 25-34, as well as 35-49. 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: Ligwalagwala FM is 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. It's music offering is divided into 70% (local) and 30% (international); with R&B (13%), kwaito (16%), World Music (9%), house (18%), Hip hop (8%), Gospel (15%) and 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.





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

Station manager: Alvin Pillay;

Tel: (031) 362-5444 **Email:** pillaya@lotusfm.co.za

Programme manager: Santosh Beharie

Tel: (031) 362-5444/5; **Email:** santosh@lotusfm.co.za

Marketing manager: Donne Henry;

Tel: (031) 362-5464; **Email:** donne@lotusfm.co.za

Portfolio sales manager: Nirvan Singh

Tel: (031) 362-5136; **Cell:** 0826736606; **Email:** singhn@sabc.co.za

To advertise: 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, Gandhi Salt March, Mothers Day, Winter Campaign, New years eve party and Top 50 song competition.

Past 7 day listenership: 341 000 (RAMS June 2011)

Target audience: Lotus fm targets South African Indians Primary 35-50+ and secondary 25-34. 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 maintains a 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 and covers 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. Lotus fm is the only Indian national radio station.



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

Programme manager: Manko Tsoehlisi

Email: tsoehlisim@sabc.co.za

Marketing manager: Eugene Kgalema Mametse

Tel: (018) 389-7520

Email: mametseek@sabc.co.za

Portfolio sales manager: Senate Moshoeshe, SABC Radio Sales

Tel: (011) 714-7139

Email: moshoeshes@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, Free State, Limpopo, Mpumalanga. There are also pockets of listeners in Kwa-Zulu Natal plus Western Cape. Motsweding FM enjoys spill over listenership in 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; 2nd Annual Walk Against Substance Abuse, Grass Roots Community Activities, Back-2-School Campaign, Kitchen Culinary Exhibition, Women's Golf Experience, Campus Tours and the Youth Marathon/Expo to mention a few.

Past 7 day listenership: 3.337 million (RAMS June 2011)



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: Churchill Chawane
Tel: (015) 290-0247
Email: chawanecp@sabc.co.za
Portfolio sales manager: Ronnie Makgothoko, 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: 1.174 million (RAMS June 2011)
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



Phalaphala FM

Freq: 88.2-107.8 FM

CONTACT INFORMATION

Tel: (015) 290-0260; **Fax:** (015) 290-0170
Website: www.phalaphalamf.co.za
Station manager: Freddy Sadiki
Tel: (015) 290-0032; **Email:** sadikif@sabc.co.za
Programme manager: Tshamaano Nepfumbada
Tel: (015) 290-0248; **Email:** Nepfumbadat@sabc.co.za; Cell: 083-276-8545
Marketing Manager: Rudzani Neluheni
Tel: (015) 290-0245; **Email:** neluhenire@sabc.co.za
Portfolio sales manager: Ronnie Makgothoko, 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 Dubai and India, Drama Festival and the Two Countries Marathon (Sept).
Past 7 day listenership: 1.030 million (RAMS June 2011)
Target audience: The primary target market is within 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



Radio 2000

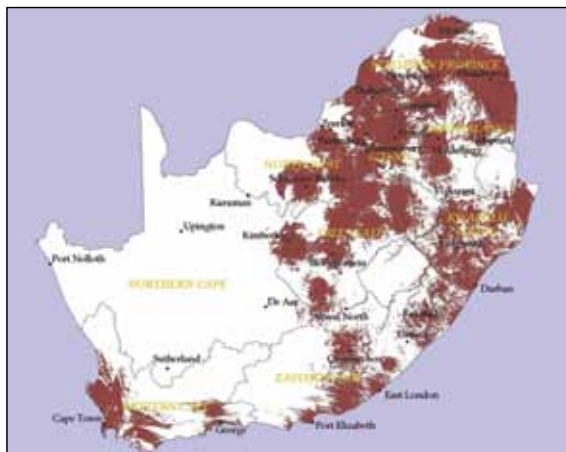
Freq: 97.2-100.0 FM

CONTACT INFORMATION

Tel: (011) 714-4085; **Fax:** (011) 714-2436
Email: info@radio2000.co.za
Website: www.radio2000.co.za
Station manager: James Shikwambana
Email: shikwambanajh@sabc.co.za
Secretary: Lindiwe Langa
Email: langagl@sabc.co.za
Programme manager: Bongsi Gumbi-Magudulela
Email: gumbib@sabc.co.za
Marketing manager: Thelma Saman
Email: samankt@sabc.co.za
Acting portfolio sales manager: Melody Mngqundanisio (011) 714-7133
magubanemt@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, CWC 2011, 2010 FIFA World Cup, State of the Nation Address, Disability Conference
Past 7 day listenership: 912 000 (RAMS June 2011)
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 35-49-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: Karin Weideman
Tel: (011) 714-3325; **Email:** weidemank@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 some arts and cultural festivals such as 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: 1.802 million (RAMS June 2011)
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. Local music content on the station, averages 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

Station manager: Dennis O'Donnell

Tel: (011) 714-4442; **Email:** odonnell@sabc.co.za

Programme manager: Jozie Matshane

Tel: (011) 714-2473; **Email:** matshane@sabc.co.za

Portfolio sales manager: Karin Weideman, SABC Radio Sales

Tel: (011) 714-3325; **Email:** weidemank@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, The Cape Town International Jazz Festival 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: 460 000 (RAMS June 2011)

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

Website: www.thobelafm.co.za

Station manager: Leuba Ramakgolo

Email: ramakgolele@sabc.co.za

Programmes manager: Mmankwe Sebola

Email: sebolamf@sabc.co.za

Marketing: Moriti Rasefate

Email: rasefatem@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: Gauteng, Limpopo, Mpumalanga and North West

Advertising policy: Four to five ads per break

Material requirements: CD

Major station events: Jan); Hand over mini Library x 3; (Feb) Stakeholder Gala Dinner FM;(Dec) Gospel Music concert, (June) Career exhibition, School African Poetry and Story Telling Competitions; Thobela Fm birthday party; (August); Women in broadcast Awards cultural festivities (Sept); .

Past 7 day listenership: 3.122 million (RAMS June 2011)

Target audience: The station's core target market is Northern-Sotho-speaking and -understanding people, aged 25-49, Epicentre 35 yrs 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 instils self-pride and growth.



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: Vacant
Programme manager: Anthony Soglo
Tel: (040) 635-9013; **Email:** sogloa@sabc.co.za
Portfolio sales manager: Phelisa Silekwa
Tel: (041) 391 1340 ; **Cell :** 084 207 1083
Email: silekwap@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: 367 000 (RAMS June 2011)
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: Bong Mpanza
Tel: (031) 362-5402/3; **Email:** mpanzabt@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: Lerato Letsoalo, SABC Radio Sales
Tel: (031) 362-5133; **Email:** letsoalol@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 2011& 2012:

- Ukhozi Concert at the Royal Show (June);
- Ukhozi Cares (Warm Elegance - June);
- Men's March (July)
- Summer Campaign, Ukhozi Nyus' iVolume Festive Season Promotion (Nov - Dec)
- Back to School

Past 7 day listenership: 6.405 million (RAMS June 2011)
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 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 this content and covers a wide variety of genres, including kwaito, traditional Zulu music (mbube, maskandi and mbhaqanga), R&B, gospel, Afropop, house and nostalgic soul music.

Positioning: A full spectrum service which provides erudite and useful content delivered to South Africans who speak or is interwoven with understand Zulu.



Umhlobo Wenene Fm

Freq: 88-106 FM

CONTACT INFORMATION

Tel: (041) 391-1328; **Fax:** (041) 373-2702; **Website:** www.umhlobowenenefm.co.za

MD: Leslie Ntloko

Station manager: Nada Wotshela

Tel: (041) 391-1328; **Cell:** 082-410-1194, **Email:** wotshelan@sabc.co.za

Marketing manager: vacant; **Tel:** (041) 391-1340;

Programme manager: Phumzile Mnci

Tel: (041) 391-1334; **Cell:** 082-561-3558, **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: Phelisa Silekwa, SABC Radio Sales

Tel: (041) 391-1340; **Cell:** 084-207-1083; **Email:** silekwap@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 60% dominance in the Eastern Cape.

Advertising policy: Four ads per break. All ads should be in isiXhosa.

Material requirements: CD, minidisk, DAT

Major station events: 10km Classic Marathon (Apr); Gospel Music Festival in Bhisho (Apr), Chill Out in Worcester (May), Mandela Day OB (Jul), Women's Day Pampering Session, Robben Island OB on Heritage Day (Sep); Maskandi Music Festival in KZN South Coast (Sep);

STATION INFORMATION continued...

Past 7 day listenership: 4.100 million (RAMS June 2011)

Target audience: The station targets 25-34 (core) 15-24, and 35-50+ year olds (secondary) in LSM 4-8. It broadcasts to the isiXhosa speaking and understanding communities of South Africa. Typical listeners are family oriented, economically active adults who spend their free time socialising with friends, family and relatives at stokvels, tshisa nyama, car wash, weddings, cultural celebrations and so on.

Broadcast language: isiXhosa

Format: Umhlobo Wenene Fm supports the values and way of life of all Xhosa people, offering a sense of belonging to listeners across the country. Content is informative, enriching and entertaining, and is often provided by Listeners themselves, ensuring the station remains relevant and current. Presenters are outgoing, knowledgeable, caring and friendly. The station offers music, information, talk, drama, religion, education and sport. The music repertoire on the station consists of R&B, Afro Soul, Gospel, Traditional Music, Kwaito, House, and Jazz.

Positioning: A trusted Friend to all South Africans who speak and understand isiXhosa.

Umhlobo Wenene FM strives to produce and disseminate programming that is distinct and compelling, programming that promotes Nation Building, supports Democracy and contributes towards Social Cohesion.



Lotus FM listing on page 20

lotus
87.7 - 106.8 fm
share the experience

Only National Indian Radio Station

87.7 Durban 106.8 Gauteng 98.3 PE 97.8 WC 88.3 PMB



PBS STATIONS

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: On request

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, 34% are 25-34 and 15% are aged 35-49 and 30% are over 50. 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 level, 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) 714-2905; **Fax:** (011) 714-5714; **Website:** www.5fm.co.za

Station manager: Aisha Mohamed; **Tel:** (011) 714-3555; **Email:** aisha@5fm.co.za

Programme manager: Vukile Zondi

Tel: (011) 714-2135; **Email:** vukile@5fm.co.za

Marketing manager: Justine Cullinan

Tel: (011) 714-3425; **Email:** justine@5fm.co.za

Portfolio sales manager: Misha Dhupelia

Tel: (011) 714-2619; **Email:** 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 SAMA's and various concerts and international DJ tours.

Past 7 day listenership: 2.307 million (RAMS June 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 life 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.





COMMERCIAL REGIONAL STATIONS

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

Station manager: TBC

Programme manager: Caren Olsen

Email: caren@metrofm.co.za

Marketing manager: Victor Koaho

Tel: (011) 714-3033

Email: victor@metrofm.co.za

Website programme manager: TBC

Portfolio sales manager: Desiree Oliphant, SABC Radio Sales

Tel: (011) 714-4543

Email: 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 (Exceptions for niche shows)

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: 6.172 million (RAMS June 2011)

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, Afropop, 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.



CONTACT INFORMATION

Tel: (012) 673-9100; **Fax:** (012) 657-0104

Website: www.jacarandafm.com

CEO: TBA (Alan Khan has resigned & leaves at the end of June. A replacement has not yet been announced.)

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: 2.246 million (RAMS June 2011) **Jacaranda 94.2 figures audience figures now include RMFM

Target audience: Jacaranda 94.2 has a 'feel good' sound which appeals to bilingual 25-49 year-olds, in the upper LSMs. Listeners are fun loving and family oriented while the station provides programming that cuts across cultural divides. It is the number 1 independent station in South Africa and no 1 for Afrikaans listeners in Gauteng. It is also 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 Day, Jacaranda 94.2 Sisters with Blisters, Jacaranda 94.2 Winter Warmer, Jacaranda 94.2 Love Boat, Jacaranda 94.2 Carols by Candlelight (Johannesburg, Pretoria & Nelspuit (RMFM), Catch-a-Million (RMFM), Innibos.

Key station associations & partnerships: Vodacom Bulls, Nashua Titans, Mangwanani, Montecasino / Tsogo Sun (Satellite Studios in Montecasino and Emnotweni Casino)

Broadcast language: English and Afrikaans, the only bilingual commercial music radio station in Gauteng.

Format: Jacaranda 94.2 plays 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:** colleenl@primedia.co.za

Programme manager: Ian Bredenkamp; **Email:** ianb@primedia.co.za

Brand activation manager: Denver Apollus; **Email:** denvera@primedia.co.za

Sales manager: Tonya Keppel Smith; **Email:** tonyak@primedia.co.za

PR Coordinator: Amber Drake; **Email:** amberd@primedia.co.za

STATION INFORMATION

Ownership breakdown: Primedia (Pty) Ltd.

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: 1.153 million (RAMS June 2011)

Target audience: 94.5 Kfm targets LSM 6-10 listeners in the 25-49 age group, living in the Western Cape.

Core audience: Listeners aged between 25-49 years; mostly coloured and white, with a fairly even male-female split; LSM 6-10. Seventy percent of the audience live in the greater metropolitan Cape Town; 30 percent in the Western, Northern and Southern Cape.

Broadcast languages: English and Afrikaans

Format: 94.5 Kfm is where the people of the Western Cape are at home. Through the combination of its music mix, seamless use of English and Afrikaans and presenters, the station provides a warm, real environment that connects with a diverse mix of people. 94.5 Kfm is the Cape's biggest radio station and can be heard in every corner of this sprawling province, from the city doctor's office to a West Coast farm-stall. Lead SA has created a partnership between the station and its listeners to make a meaningful difference in the areas that they care about - their own lives, their families and their communities. The station also keeps its listeners up to date with Eyewitness News, current affairs and community events. Kfm has made a concerted effort to build multiple digital platforms with its listeners. Kfm's Klub VIP has delivered hundreds of unique experiences for listeners while building an extensive and unique database of listener behaviour patterns. It has embraced social media platforms and actively uses them to stay in contact with its listener base. A big part of this has been developing its capacity to deliver multi-media content which has become an increasing part of the content offering to listeners.

Positioning: 94.5 Kfm - The Cape's No.1 Hit Music Station.



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: Terry Volkwyn

Station manager: Ravi Naidoo

Email: ravi@highveld.co.za

Programme director: Mathapelo Monaisa

Group Sales manager: Malani van Huyssteen

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 with 94.7 and Santam.

Past 7 day listenership: 1.393 million (RAMS June 2011)

Target audience: LSM 7-10, Gauteng, 25-49

Broadcast language: English

Format: 94.7 Highveld Stereo makes Joburgers laugh at the crazy city they live in. The station reflects all the facets of Jozi and contributes to breaking down barriers between groups of people. The station plays the music that listeners love - because they tell us what that is. 94.7 shares a common commitment with listeners to support South Africa.



567 Cape Talk

Freq: 567 AM

CONTACT INFORMATION

Tel: (021) 446-4700; **Fax:** (021) 446-4800; **Website:** www.capetalk.co.za
CEO: Terry Volkwyn
Station manager: Colleen Louw; **Email:** colleen@primedia.co.za
Programme manager: Colin Cullis; **Email:** colin@primedia.co.za
Brand activation manager: Denver Apollus; **Email:** denvera@primedia.co.za
Sales manager: Tonya Keppel Smith; **Email:** tonyak@primedia.co.za
PR Coordinator: Amber Drake; **Email:** amberd@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: 124 000 (RAMS June 2011)
Target audience: 75% 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. Building off the principles of Lead SA, 567 CapeTalk strives to make a difference in the lives of its listeners by demonstrating how their actions and behaviour can bring about change in their own community and in turn the City. The station and its listeners are partners in solving the issues that affect us, holding authorities to account when needed and doing their bit when the authorities can't do it on their own.
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.



99.2 Yfm

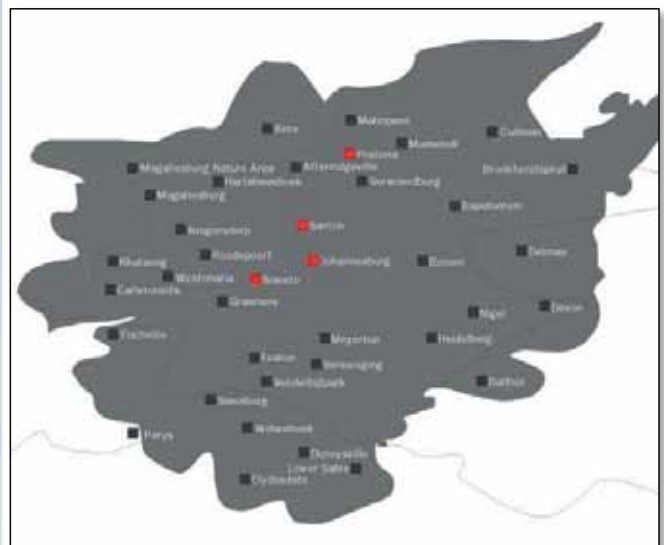
Freq: 99.2 FM

CONTACT INFORMATION

Tel: (011) 772 0800
Fax: (011) 772 0921
Website: www.yworld.co.za
CEO: Kanthan Pillay
Email: kanthan@yfm.co.za
Programme manager: Tumelo Diago Monaheng
Email: tumelod@yfm.co.za
Marketing manager: Tamaria Motsepe
Email: tamaria@yfm.co.za
Sales manager: Winston Goldin
Email: 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 Bithday Party (October); June 16 Youth Day Event; Yfm Style Sessions; Club Y; "Kasi Tours" (township concerts).
Past 7 day listenership: 1.634 million (RAMS June 2011)
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 has no boundaries.





Freq: 94-97 FM

CONTACT INFORMATION

Tel: (041) 505-9497

Fax: (041) 583-5555

Website: www.algoafm.co.za; Mobi site: algoafm.mobi

MD: Dave Tiltmann

Email: dave.t@algoafm.co.za

Marketing manager: Toinette Koumpian

Email: toinette.k@algoafm.co.za

Programme director: Alfie Jay

Email: alfie.j@algoafm.co.za

Sales manager: Dennis Karantges

Cell: 083-363-0585; **Email:** dennis.k@algoafm.co.za

Sales house: Ingrid Busschau, United Stations

Tel: 0861 237 234 email Ingrid.b@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: 827 000 (RAMS June 2011)

Target audience: The focus is on 25 to 49 year-old upper income earners.

Broadcast languages: Predominantly English.

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.



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 and Marketing manager: Phoda Mapeka

Tel: (015) 291-0815

Cell: 076-346-1124

Fax: phoda@capricornfm.co.za

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: 1.200 million (RAMS June 2011)

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) 403-5451; **Website:** www.classicfm.co.za
Email: info@classicfm.co.za
CEO: Dominic Ntsele
Email: dominic@Ntsele.co.za
Client Liaison: Jeannine van Straaten
Email: jeannine@classicfm.co.za
Sales enquiries: Annette van der Westhuizen
Email: annette@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: 179 000 (RAMS June 2011)
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 a 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, "Classic Business", presented by John Fraser from 6pm to 7pm, 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
Andile Mkhize
Email: andile@ecr.co.za
Tel: (031) 570-9444
Sales house: RadMark, (011) 235-7600
Regional Sales manager: Cheryl Wheeler
Email: cheryl@ecr.co.za
Trade Marketing: Nazarene Khan
Email: naz@ecr.co.za

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: 1.900 million (RAMS June 2011)
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 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.



COMMERCIAL REGIONAL STATIONS



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@tsiya-group.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: 1.871 million (RAMS June 2011)
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.



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, DJ 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: 683 000 (RAMS June 2011)
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.
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 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

cape town's beat

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: Style Workshop with Saskia Falken, Mommy & me; Spring Dip
Past 7 day listenership: 595 000 (RAMS June 2011)
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. 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 engage with listeners. It understands Cape Town suburban cool and its DJs have a real connection with their listeners all tuning in to get a slice of the best side of Cape Town life.



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 Mdlala
Email: mark@kayafm.co.za
Station manager: Lyndon Johnstone
Email: Lyndon@kayafm.co.za
Content manager: Russell Pope
Sales house: United Stations
Tel: 086 123 7234

STATION INFORMATION

Ownership breakdown: NAIL, Thebe Convergent Technology Holding, Kaya Investments; Mokgosi Holdings; Shanike Investments, AME
Broadcasting hours: 24 hours a day
Broadcast area: Gauteng, with spillover into neighbouring provinces.
Material requirements: CD, MP3
Major station events: Kaya FM Family Days; Jazzuary; Soultember; Kaya FM World AIDS Day; Kaya FM Golf Day; Kaya FM Music; Kaya FM African Carols by Candlelight; Kaya FM 12 Days of Christmas;
Past 7 day listenership: 1.476 million (RAMS June 2011)
Target audience: The Kaya FM listener is defined as Afropolitan: a mature, sophisticated, socially conscious individual rooted in heritage and progressive thought leader. The Afropolitan is a self-determining, discerning individual who is well informed and a player in the global environment. 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.
Broadcast language: English
Format: 60% music - from Urban Adult Contemporary music to R&B, soul/jazz. 40% talk - current affairs, topical features,



M Power FM

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: 58 000 (RAMS June 2011)

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, Nickelback 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 it 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: 694 000 (RAMS June 2011)

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.





the sound of your life
www.ofm.co.za m.ofm.co.za

CONTACT INFORMATION

Tel: (051) 505-0900; **Fax:** (051) 505-0905
Website: www.ofm.co.za; **Mobile:** m.ofm.co.za
CEO: Gary Stroebe
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 director: Jenny Ghoos
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: OFM Classic Cycle Race, OFM Chip 4 Charity golf day, Carols by Candlelight, Bakkie Day music festival
Past 7 day listenership: 555 000 (RAMS June 2011)
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, on their mobiles on m.ofm.co.za, on twitter with @_OFM and OFM's facebook fanpage
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.



Radio Kansel/ Pulpit

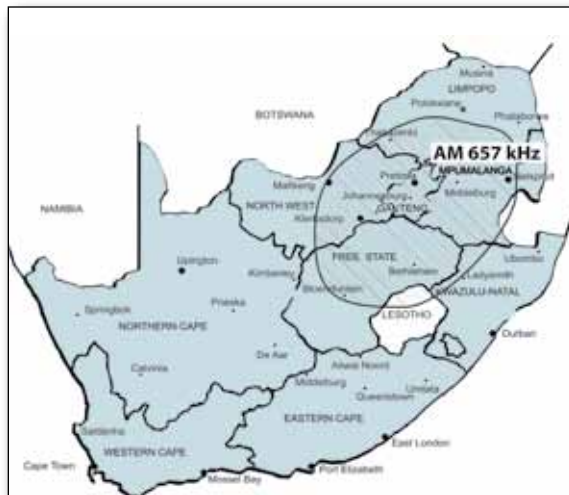
Freq: 657 AM

CONTACT INFORMATION

Tel: (012) 334-1200
Fax: (012) 333-7251
Email: gospel@radiokansel.co.za
Website: www.radiokansel.co.za; www.radiopulpit.co.za
MD: Dr Roelf Petersen
Head of radio: Karel Verhoef
Email: karelv@radiokansel.co.za
Programme manager: Lucky Mbiko
Email: lucky@radiopulpit.co.za
In-house sales: Wilma van Schalkwyk
Email: wilm@radiokansel.co.za
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: 154 000 (RAMS June 2011)
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).





COMMUNITY RADIO

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
CEO Primedia Broadcasting: Terry Volkwyn
Station manager: Pheladi Gwangwa
Email: pheladi@primedia.co.za
Sales manager: Malani van Huyssteen
Tel: (011) 506-3335
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
Broadcast area: Gauteng and surrounds.
Advertising policy: Maximum five ads per break.
Material requirements: WAV files.
Major station events: The Discovery 702 Walk the Talk, and the 702 Mother's Day Concert at the Zoo.
Past 7 day listenership: 646 000 (RAMS June 2011)
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 well known as a positive force for change. The station mobilises listeners to help the less advantaged and do whatever they can to make South Africa a better place. The station has built a reputation for pursuing the truth relentlessly and getting the answers. Talk Radio 702 sets the agenda. This is achieved through a fearless news brand and top broadcast talent who are all credible, courageous and independent. 702 has a strong conscience and sees itself as a tool in the task of nation building.



Alfred Nzo Community Radio

Freq: 93.8 and 98.3 FM

CONTACT INFORMATION

Tel: (039) 254-0427
Fax: (039) 254-0426
Email: matumie@webmail.co.za
Station manager: Nzukiso Mkhize
Cell: 073-852-5345
Email: 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: 298 000 (RAMS June 2011)
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 the music played 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.themediacconnection.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: 70 000 (RAMS June 2011)

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

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: 4 000 (RAMS June 2011)

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", "Izwi lengqubela."



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, Middelburg, Seymour, Balfour and King Williamstown.

Material requirements: CD, minidisk

Past 7 day listenership: On request

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: Mbono

Cell: 083-428-1205

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: 212 000 (RAMS June 2011)

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: khanya@web.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.themediacconnection.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: 143 000 (RAMS June 2011)
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.

Kingfisher FM

Freq: 103.8-107.5 FM

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: 082-578-6336
Sales and Direct Bookings: Allasandra Sauers
Cell: 084-993-8363
Email: allasandra@kingfisherfm.co.za
Sales houses: Direct, Newspod, The Media Connection

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: 30 000 (RAMS June 2011)
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 Xhosa (100%) 21h00 - 24h00 and 03h00 - 06h00
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. This is niche market radio (niche-casting) affording advertisers the opportunity to reach



Kowie FM

Freq: 99.1 FM

CONTACT INFORMATION

Tel: (046) 624-2377
Fax: 086-275-1071
Email: amanda@kowiefm.co.za
MD: Chairman of the Board: Dr. L. Nell
Cell: 082-411-4104
Station manager: Duncan Mactaggart
Cell: 082-967-4536
Email: duncan@kowiefm.co.za
Programme Manager: Shaun van Heerden
Cell: 071-902-9256
Email: shaun@kowiefm.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: 33 000 (RAMS June 2011)
Target audience: Entire Ndlambe community.
Broadcast languages: English, Afrikaans, Xhosa.
Format: Broad Community Radio.
Positioning: Ndlambe Community.



Link FM 97.1

Freq: 97.1 FM Stereo
(DStv audio channel 175)

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.themediacconnection.co.za; www.motswakoradiosales.co.za

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: 152 000 (RAMS June 2011)
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

Programmes manager: Xolani

Email: xolani@nkqubela.fm.co.za

Sales houses: The Media Connection; Motswako Media; Student Village; Agele Media

Websites: www.themediacconnection.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: 128 000 (RAMS June 2011)

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@live.co.za

Website: www.radiograaff-reinet.co.za

Station manager: André Swartz

Cell: 082-596-2932

Email: andre@electronicmedia.co.za

Programme Manager: Mr Johan Hendricks

Email: jhendricks2010@gmail.com

Cell: 0798670698

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@themediacconnection.co.za

Website: www.themediacconnection.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: 26 000 (RAMS June 2011)

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.



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 / Andiswa Leve

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: 32 000 (RAMS June 2011)

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. Secondary target audience is 24-28

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

Tele/Fax: (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: 31 000 (RAMS June 2011)

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: kenazi@webmail.co.za

Station manager: Nkosiyithu Nskalika

Cell: 078-286-6847

Sales house: The Media Connection

Email: sales@themediacconnection.co.za

Website: www.themediacconnection.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: 10 000 (RAMS June 2011)

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

Station manager: Wiseman Xabendlini

Programme Manager: Vuyo Ngcebetsha

Marketing manager: Mzibanzi Mzendana

Cell: 073-907-3608

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: 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: 345 000 (RAMS June 2011)

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

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: xfemela@yahoo.com
Cell: 074 176 7404
Advertising manager: Lisanda Klaasndyoko
Email: lisanda.lista@yahoo.com
Cell: 073-075 1122
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: 173 000 (RAMS June 2011)
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.



Karabo FM

Freq: 103.7 FM

CONTACT INFORMATION

Tel: (016) 974-1909 / 1976
Fax: (016) 976-7886
Diana Mokoena
Cell: 073 501 2176
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, Deneysville, 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 June 2011)
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.



Kovsie FM

Freq: 97.0 FM

CONTACT INFORMATION

Tel: (051) 401 3206
Fax: (051) 444-0851
Email: sm@kovsiefm.co.za
Website: www.kovsiefm.co.za
Station manager: Kabous Meiring
Email: kcmeiring@gmail.com
Cell: 082-562-2736
Programme manager: Kabelo Meko
Cell: 078-189-1649; **Tel:** (051) 401-9086
Sales agent: Gerben van Niekerk
Tel: (051) 401-3206; **Cell:** 082 850 658
Email: sma@kovsiefm.co.za
Sales houses: Student Radio Network; The Media Connection; Student Village, Primedia, Campus Media.
Websites: www.studentradionetwork.co.za; www.themediaconnection.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: 28 000 (RAMS June 2011)
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, moneywise 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.



Lentswe Stereo

Freq: 93.0 FM

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.themediaconnection.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: 14 000 (RAMS June 2011)
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.



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.themediaconnection.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: 165 000 (RAMS June 2011)

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) 481-5110

Fax: (058) 481-5110

On Air: (058) 481-2148

Email: naledifm@live.com

Station manager: Gibson Gift Phoofole

Cell: 0833707172

Programme manager: RDP Radiopane

Cell: 0784065501

Finance and Marketing officers: Angy Keletsli

Cell: 0792961002

Head of News: Teboho Mabuya

Cell: 0784010162

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: 12 000 (RAMS June 2011)

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

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@themediacconnection.co.za
Website: www.themediacconnection.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: 7 000 (RAMS June 2011)
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.



Qwa-Qwa Radio

Freq: 100.3 FM

CONTACT INFORMATION

Tel: (058) 713-2181; **Fax:** 086-564-2516
Email: yourvoice@telkomsa.net
Station manager: Thabiso Gamede
Cell: 071-401-4144
Email: tgamede@webmail.co.za
Marketing Manager: Busisiwe Goodness Mlangeni
Cell: 078 776 5311
Email: busisiwe.mlangeni@gmail.com
Finance & Administration Manager: Seka Mopeli
Cell: 071-770-5172
Programme manager: Puseletso Dlamini
Cell: 073-555-2686; **Email:** mosiska@webmail.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
Physical Address: Shop 10B Phuthaditjhaba shopping Centre, Mandela Park
Postal Address: P.O Box 17873 Witsieshoek 9870
Broadcast area: Qwa-Qwa, Vrede, Bethlehem, Reitz, Warden, Harrismith and Kestell.
Advertising policy: Three ads per break, no alcohol commercials
Material requirements: CD, emailed adverts
Past 7 day listenership: 202 000 (RAMS June 2011)
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.themediacomnection.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: 23 000 (RAMS June 2011)
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@rosetad.co.za
Website: www.radiorosestad.co.za
Station manager: Anton Cloete
Email: anton@rosetad.co.za
In-house sales: Tania Benson
Email: Tania@rosetad.co.za
Program Manager: Jaco de Wet
Email: jaco@rosetad.co.za
Sales houses: The Media Connection.
Websites: www.themediacomnection.co.za.
Sales houses: Newspod Media
Website: www.newspod.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: 44 000 (RAMS June 2011)
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.





Setso Stereo

Freq: 93.7 FM

CONTACT INFORMATION

Tele/Fax: (051) 933-2729
Alternate Tel: (051) 933-6380
Email: setsofm@mailbox.co.za
Station manager: Teboho Lephuting
Cell: 073-521-7122
Programme manager: Frank Lepati
Marketing manager: Portia Mokhoke
Sales houses: The Media Connection; Motswako Media; Serongwanyane Technologies; Sebata Media and Tsalena media
Websites: www.themediacomnection.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, Setso FM reaches 220km east into Bloemfontein, covering areas such as Marquard, Clocolan, Ladybrand and the Northern part of Butha-Buthe, Hlotse, Maputsoe and Teyateyaneng.
Advertising policy: Three ads per break.
Material requirements: Minidisk and CD.
Past 7 day listenership: 28 000 (RAMS June 2011)
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: Melanie906fm@gmail.com
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.themediacomnection.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: 22 000 (RAMS June 2011)
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



1485 AM Radio Today

Freq: 1485 AM
(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
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.themediacomnection.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 June 2011)
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.themediacomnection.co.za; www.motswakomedia.co.za

STATION INFORMATION

Broadcasting hours: 24 hours a day
Broadcast area: Alexandra and surrounding areas
Past 7 day listenership: 28 000 (RAMS June 2011)
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

MD and Programme Manager: Kathy Kaler; **Cell:** 082-648-0850

Email: kathy@chaifm.com

Station manager: Kevin Fine; **Cell:** 083-222-5381

Email: Kevin@chaifm.co.za

Sales: info@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: 7 000 (RAMS June 2011)

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 30% talk and 70% music. Content covers a wide array of subjects starting with news and current affairs to music features. There are also a host of top professionals who host their own shows on chaiFM: Raymond Hack, Dr.D (Dorienne Weil)

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

Website: www.939.co.za

Chairperson: Mr Themba Madhlopa

Station manager: Retha Potgieter

Cell: 082-787-3441

Email: 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.themediacconnection.co.za; www.motswakomedia.co.za; www.serongwanyane.co.za; 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: 16 000 (RAMS June 2011)

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.



Eastwave 92.2 Fm

Freq: 92.2 FM Stereo

CONTACT INFORMATION

Tel: (011) 854-4451

Fax: (011) 854-4414

Email: eastwavefm@telkomsa.net

Marketing manager: Chan Nanoo

Cell: 084-584-3989

Sales houses: The Media Connection; Motswako Media; Serongwanyane Technologies; GCIS

Websites: www.themediacomnection.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 June 2011)

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.



Eldos FM

Freq: 87.6 FM

CONTACT INFORMATION

Tel: (011) 945 6107

Tel studio: (011) 945 5275

Fax: 086 615 3730

Website: www.eldosfm.co.za

Station manager: Malcolm Buys

Cell: 073 517 6336

Email: Malcolm@eldosfm.co.za

Programme manager: Lorreal Ferris

Email: Lorreal@eldosfm.co.za

STATION INFORMATION

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

Broadcast area: 40 km radius, Eldos, Soweto, Johannesburg South

Advertising policy: Nine minutes per hour.

Material requirements: WAV files

Past 7 day listenership: 17 000 (RAMS June 2011)

Target audience: targets LSM 4-8 listeners in the 18-34 age group, living in Soweto and Johannesburg

Broadcast languages: English 50%, Afrikaans 40 % and Sotho/Zulu 10%

Format: 55% talk and 45% music, live listening, read presenter blogs, comedy, entertainment, gossip, pictures, local news, classifieds and events

Positioning: live streaming



Hellenic Radio

Freq: 1422 AM

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: Tulla Critsotakis

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: On request

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.



IFM 102.2

Freq: 102.2 FM Stereo

CONTACT INFORMATION

Tel: (016) 889-4304/2005

Fax: 082-235-0851

Email: ifm102.2@iscor.com

Website: www.ifmradio.co.za

Station/programming manager: Dave Hammond

Cell: 082-574-2102

Email: ifm102.2@iscor.com

Marketing manager: Clive Morris

Cell: 082-332-8525

Email: ifm102.2@iscorl.com

Admin manager: Joe Tsotetsi

Tel: (016) 889-2014

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: Vereeniging, Vanderbijlpark, Sasolburg, Sebokeng, Meyerton, Evaton and Lenasia.

Advertising policy: Normally five ads per break.

Material requirements: CD or MP3

Past 7 day listenership: 26 000 (RAMS June 2011)

Target audience: People aged 5 to 85, in LSM 5-10. Programmes cater for all ages and all lifestyles, from doctors and lawyers to factory workers.

Broadcast languages: 60% Afrikaans, 40% English, with all important announcements also in Zulu and Sotho.

Format: Music (75%) played is across the board, catering for all ages, races and genres. 40% of all music played is local, and the rest is international. Talk (25%) includes legal, financial and health coverage, as well as interviews with local and international artists. IFM 102.2 also conducts a lot of on-air and online competitions for their listeners.



Impact Radio

Freq: 103.0 FM Stereo

CONTACT INFORMATION

Tel: (012) 348-8111, 0861-IMPACT

Fax: (012) 348-2335

Email: radio@impactradio.co.za

Website: www.impactradio.co.za

CEO: Andrew Roebert

Station manager: Peter Roebert

Programme Manager: Adele O'Reilly

Sales manager: Julius Kettle

Tel: (012) 348-8111 ext.108

Cell: 082-326-1540

Email: sales@impactradio.co.za

Sales houses: The Media Connection, Motswako Media; GICS; Serongwanyane Technologies; Faction Media; Sebata Media; Echo Productions; Roman 8 Productions; Agele Media; Creative Moments Consultants

Websites: www.themediaconnection.co.za; www.motswakomedia.co.za; www.serongwanyane.co.za; www.factionmedia.co.za; www.sebatamedia.co.za; www.echoads.co.za; www.romaneight.co.za

STATION INFORMATION

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

Broadcast area: Greater Tshwane Metropolitan area; Audio Streaming

Advertising policy: Six ads per break.

Material requirements: CD, MP3.

Past 7 day listenership: 26 000 (RAMS June 2011)

Target audience: The station targets all communities and cultures in LSM 7 to 10, aged from 24 to 49 years.

Broadcast language: Primarily English.

Format: Impact Radio broadcasts contemporary Christian music (80%). Talk (20%) consists of news, traffic, sport and current affairs.

Positioning: A Christian radio station, which reaches into the community with inspirational messages, good contemporary Christian music, and hope.



Jozi FM

Freq: 105.8 FM Stereo

CONTACT INFORMATION

Tel: (011) 982-1085/6686

Fax: (011) 982-7003

Website: www.jozifm.co.za

CEO: Nono Mchunu

Cell: 084-704-2688

Email: nonom@jozifm.co.za

Programme Manager: Mayibuye Sibiya

Email: sibiya@jozifm.co.za

Sales and Marketing manager: Gabriel Bhandu

Email: gabrielb@jozifm.co.za

Cell: 084-417-4304

Sales house: The Media Connection; Mpoint Sales; Motswako Media

Email: sales@themediaconnection.co.za

Website: www.themediaconnection.co.za; 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: 416 000 (RAMS June 2011)

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.



Mix FM

Freq: 93.8 FM

CONTACT INFORMATION

Tel: (011) 848 6900
Fax: 0866-631-938
Email: steve@93-8fm.co.za
Website: www.93-8fm.co.za
Chairman: Simon Seema
Founder: Scott Smith
Cell: 083-657-7002
Internal sales: Abi Milosevich
Cell: 082 567 4106
Email: abi@93-8fm.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: 5 000 (RAMS June 2011)
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: Mix93.8FM - Your Community Connection



Kasie FM

Freq: 97.1 FM

CONTACT INFORMATION

Tel: (011) 866-8877
Fax: 086 604 0420
Email: kasiefm@gmail.com
Station manager: Jabu Mpembe
Cell: 083-354-8593
Email: jabumpembe@gmail.com
Sales house: The Media Connection
Email: sales@themediacconnection.co.za
Website: 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: 150 000 (RAMS June 2011)
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

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.themediacomnection.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: On request
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.



Radio Islam

Freq: 1548 AM

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: 33 000 (RAMS June 2011)
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.



Radio Pretoria

Freq: 13 FM stereo frequencies

CONTACT INFORMATION

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

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: 69 000 (RAMS June 2011)
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: Timothy Birkenstock
Email: timma@rainbowfm.co.za
Assistant 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.themediaconnection.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: 40 000 (RAMS June 2011)
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.themediacconnection.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: 24 000 (RAMS June 2011)

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.



Soshanguve Community Radio

Freq: 93.0 FM Stereo

CONTACT INFORMATION

Tel: (012) 799-6054

Fax: (012) 799-8334

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.themediacconnection.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: 73 000 (RAMS June 2011)

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: 237 000 (RAMS June 2011)
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."



TSHWANE FM

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.themediaconnection.co.za; www.motswakomedia.co.za

STATION INFORMATION

Broadcasting hours: 24 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: 33 000 (RAMS June 2011)
Target audience: The cosmopolitan youth of Pretoria.
Format: 40/50 talk and music. Tshwane FM 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: Tshwane FM 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.



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.themediaconnection.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: 53 000 (RAMS June 2011)
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.



TUT FM 96.2

Freq: 96.2 FM Stereo

CONTACT INFORMATION

Tel: (012) 382-9719
Fax: (012) 382-9256
Programme Manager: Kedibone Mahapa
Email: mahapaek@tut.ac.za
Cell: 082-365-8646
Marketing manager: Judith Kgweidi
Tel: (012) 382-9719; **Email:** kgwedij@tut.ac.za
Technical and admin: Jafta Nkhumishe
Email: nkhumishej@tut.ac.za
Sales houses: Student Radio Network; The Media Connection; Motswako Media; Serongwanyane Technologies; Student Village
Websites: www.studentradionetwork.co.za; www.themediaconnection.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: 76 000 (RAMS June 2011)
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.



UJFM

Freq: 95.4 FM

CONTACT INFORMATION

Tel: (011) 559-1654/5

Fax: (011) 559-3688

Website: www.ujfm.co.za

Station manager: Barry Baldeo

Email: barryb@ujfm.co.za

Advertising manager: Waleed Majiet

Cell: 011 559 1657

Email: waleed@ujfm.co.za

Marketing Manager: Chipa Lerato

Tel: (011) 559-1657

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

Websites: www.studentradionetwork.co.za; www.themediaconnection.co.za

STATION INFORMATION

Broadcasting hours: 24/7 - 365 days

Broadcasting area: Greater Johannesburg.

Advertising policy: Three ads per break

Past 7 day listenership: 9 000 (RAMS June 2011)

Target audience: Students and the community, aged 16-28, in LSM 6-10.

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/youth 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. Talk Radio 35%.

Positioning: UJFM 95.4 is a complete "info-tainment" radio companion speaking directly to the needs of its primary target audiences between the ages of 16 and 28 years.



student radio network

today's students, tomorrow's leaders

CONTACT INFORMATION

Tel: (010) 500-1001

Fax: 086-522-3976

Corporate website: www.studentradionetwork.co.za

Entertainment website: www.studentradio.co.za

MD: Simone Kritzing

Email: sales@studentradio.co.za

STATION INFORMATION

Stations in the Student Radio Network:

- Bay FM (Port Elizabeth)
- Kvois FM (Bloemfontein)
- MFM (Stellenbosch)
- PUK FM (Potchefstroom)
- Radio Turf (Polokwane)
- RMR (Grahamstown)
- Tshwane FM (Pretoria)
- Tuks FM (Pretoria)
- TUT FM 96.2 (Shoshanguve - Pretoria)
- UCT Radio (Cape Town City)
- UJFM (Johannesburg)
- UKZN (Durban)
- UNI FM (Cape Town)
- VOW (Johannesburg)
- 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!"



student radio network
today's students, tomorrow's leaders

Gauteng

Tshwane FM (Pretoria)
Tuk FM (Pretoria)
TUT FM (Shoshanguve)
UJ FM (JHB)
VUT FM (Vaal)
VOW (LHR)



Student Radio Network (Pty) Ltd

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.themediacconnection.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 June 2011)
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) 717-4736
Email: sm@vowfm.co.za
Website: www.vowfm.co.za
Station manager: Michael Smurthwaite
Cell: 082-576-7552
Email: sm@vowfm.co.za
Marketing manager: Carolis Lucky Mdaweni
Cell: 076-510-8045
Tel: 011 717-4736
Sales houses: Student Radio Network; The Media Connection; Motswako Media; Student Village; Campus Media.
Websites: www.studentradionetwork.co.za; www.themediacconnection.co.za; www.motswakomedia.co.za; www.studentvillage.co.za; www.campusmedia.co.za

STATION INFORMATION

Broadcasting hours: 24 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: On request
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) 931 1241

Fax: 0866-128-315

Email: vutfm1@gmail.com

Acting Station manager: Nxolisi Ndomgeni

Programming manager: Oupa 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: 68 000 (RAMS June 2011)

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.themediacconnection.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: Off air during last measurement

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".



GNCR 93.6fm

Freq: 93.6 FM Stereo

CONTACT INFORMATION

Tel: (032) 533-3003; **Fax:** (032) 533-3802
Email: 93.6fm@gncr.org.za; **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.themediacomnection.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: 23 000 (RAMS June 2011)
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.



Highway Radio

Freq: 101.5 FM Stereo

CONTACT INFORMATION

Tel: (031) 709-2950
Fax: (031) 709-2925
Email: admin@highwayradio.org.za
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.themediacomnection.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: 85 000 (RAMS June 2011)
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

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 Gopidayer
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: 98 000 (RAMS June 2011)
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: nongalo@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: 103 000 (RAMS June 2011)
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.



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.themediaconnection.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, Scottsburgh, 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: 81 000 (RAMS June 2011)
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 mbhqaqanga, 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: 076-1209-023

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: 136 000 (RAMS June 2011)
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

CONTACT INFORMATION

Tel/Fax: (031) 305-7304
Email: news@izwi98fm.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@themediacconnection.co.za
Website: www.themediacconnection.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: 200 000 (RAMS June 2011)
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."



Maputaland Community Radio

Freq: 107.6 FM

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: 076-578-2329
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: 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: 96 000 (RAMS June 2011)
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" ("Qgama lapho ukhona").



Newcastle Community Radio

Freq: 103.7 FM

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.themediacconnection.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: 173 000 (RAMS June 2011)
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".



Radio Khwezi

Freq: 90.5 and 107.7 FM Stereo

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 Mkwana
Marketing manager: Peter Rice; **Cell:** 082-822-5599
Email: peter@khwezi.org.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: 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: 123 000 (RAMS June 2011)
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 'soapiess' thrown in.
Positioning: Contemporary youth and adult talk radio.



Radio Sunny South

Freq: 97.0 FM

CONTACT INFORMATION

Tele/Fax: (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 Ndjano
In-house marketing: (039) 682-7597
Email: hola@workmail.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, seven days a week.
Broadcast area: The footprint covers six municipalities: Umdoni, Vulamehlo, Hibiscus, Umzumbe, eZingoleni and Umuziwabantu. Coverage also includes parts of the eThekweni and Umsunduzi municipalities.
Material requirements: CD
Past 7 day listenership: 26 000 (RAMS June 2011)
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".



Ubuhlebeshowe Community Radio

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: 113 000 (RAMS June 2011)
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.





KWAZULU-NATAL

Vibe FM

Freq: 94.7 FM

CONTACT INFORMATION

Tel: (031) 504-6970; **Fax:** (031) 504-6987

Website: www.vibefmcr.org.za

Email: vibefmcr@webmail.co.za

Station manager: Lucky Dlamini

Tel: (031) 503-9473

Cell: 078-234-5849

Marketing manager: Xolani Majazi; **Cell:** 083-621-6338

Email: xolanimajazi@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: 75 000 (RAMS June 2011)

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"



COMMUNITY RADIO

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.themediaconnection.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: 3 000 (RAMS June 2011)

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

CONTACT INFORMATION

Tele: 015 633 7240/5566
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: 74 000 (RAMS June 2011)
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".

Makhado FM

Freq: 107.3 FM

CONTACT INFORMATION

TeleFax: 086-605-2979
Email: makhadofm@starmail.co.za
CEO: Junior Ramovha
Cell: 083-658-1268
Email: junior@joburg.org.za
Station manager: Mmbulaheni Moses Muneri
Cell: 076-113-9928
Email: mmuneri@webmail.co.za

STATION INFORMATION

Broadcasting hours: 24 hours a day
Broadcast area: Makhado FM's footprint covers about 8 570 km², 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: 29 000 (RAMS June 2011)
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. "Sizzling Drive" 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!".



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.themediacconnection.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: 77 000 (RAMS June 2011)

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: mokopaneradio@saymail.co.za

Station manager: Wisani Madzibane

Cell: 072-239-8173

Programme manager: Joe Machoga

Cell: 083-981-7519/071-671-7971

Sales and Marketing manager: Gilbert Kekana

Cell: 076-472-7904

Sales houses: The Media Connection; Serongwanyane Technologies

Website: www.themediacconnection.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, Soekmekaar, Duiwelskloof, Louis Trichardt, Ellisras, Vaalwater, Thabazimbi, Modimolle and Bela-Bela.

Material requirements: Minidisk, CD or E-Mail

Past 7 day listenership: 19 000 (RAMS June 2011)

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: 24 hours

Broadcast area: Moletjie, Polokwane, Potgietersrus, Magoebaskloof, Seshego, Lebogakomo, Madiba Park, Dendron, Mashashane, Matlala, Dikgale, Zebediela, Maraba and Mankweng.

Advertising policy: Three ads per break

Material requirements: CD

Past 7 day listenership: 57 000 (RAMS June 2011)

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.

Musina FM

Freq: 104.0 FM

CONTACT INFORMATION

Tel: (051) 534 6100

Fax: (015) 534 2513

Website: www.musinafm.co.za

Email: musinafm104@gmail.com

Acting station manager: Tshepo

Email: musinaradiocommunity@gmail.com

Cell: 072 509 3211

Justics: 076 608 6653

Programme manager: Phophi Singo

STATION INFORMATION

Broadcasting hours: 06h00-23h00

Broadcast area: 60 km radius out of Musina, Thohoyandou, Musina, Mutale Municipality. Advertising policy: Nine minutes per hour.

Material requirements: WAV files

Past 7 day listenership: 7 000 Rams (RAMS June 2011)

Target audience: targets LSM 2-8 listeners with an equal ratio of Men and Women

Broadcast languages: English, Afrikaans, Venda, Sotho and Tsonga

Format: 60% talk 40% music



Phalaborwa Community Radio

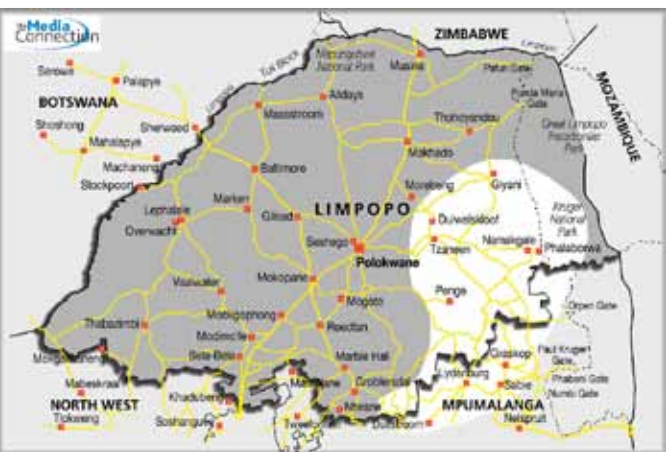
Freq: 105.1 FM

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: Vacant
Email: phalaborwafmpfm@yahoo.com
Sales house: The Media Connection
Email: sales@themediacconnection.co.za
Website: www.themediacconnection.co.za

STATION INFORMATION

Broadcasting hours: 24 hours
Broadcast area: Phalaborwa and surrounds
Advertising policy: Three ads per break.
Past 7 day listenership: 89 000 (RAMS June 2011)
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.



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: Madikana Matjila
Tel: (015) 268-3153 **Cell:** 082-887-8619
Email: madikanam@webmail.co.za
Advertising manager: Millicent Letsoalo
Tel: (015) 268-3171; **Cell:** 082-828-0677
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: 14 000 (RAMS June 2011)
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@gmail.com

MD: Hassani Peter Ngobeni

Station manager: Selaelo Raphahlelo

Cell: 073-337-8488 / 083 722 8033

Programme manager: Lazarus Macheru

Sales agent: Dikeledi Setutletja

Tel: (015) 874-0069

Cell: 076-533-1591

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: 176 000 (RAMS June 2011)

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.



Sekhukhune Community Radio

Freq: 98.7 FM

CONTACT INFORMATION

Tel: (013) 265-1600

Tel studio: (013) 265-1578

Fax: (013) 265-1600

Email: admin@skfm.co.za

Station manager: Norman Aphane

Programme manager: Obies Nkwana

Sales manager: P Magolego

Marketing: Matilda Sibanyoni

Email: marketing@skfm.co.za

STATION INFORMATION

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

Broadcast area: 100 km radius, Lebowakgomo, Steelpoort, Burgersfort, Groblersdal, Marble Hall

Advertising policy: Nine minutes per hour.

Material requirements: WAV files

Past 7 day listenership: 56 000 Rams (June 2011)

Target audience: 56% of Sekhukhune listeners are below 19 years of age and 38% form part of an economically active group of between 20 and 59 years of age. Six percent are older than 60 and women make up 55.2 % of listeners due regard to the fact that its listeners drawn from a predominantly rural target market where many economically active people migrate to the cities.

Broadcast languages: English 50%; Afrikaans 40 % and Sotho 10%.

Format: 60% talk and 40% music in the daily broadcast. Broadcasts 40% local content daily; and a total of 60 minutes of local news, 45 minutes of national news and 30 minutes of international news per day

Positioning: live streaming



Univen Radio

Freq: 99.8 FM

CONTACT INFORMATION

Tel: (015) 962-8336/8405

Fax: (015) 962-8494

Email: univenr@univen.ac.za

Website: www.univen.ac.za

Station manager: Tshilidzi Claire Shirinda

Cell: 076-455-7553

Email: tshilidzi.shirinda@univen.ac.za

Programme manager: Heavy Mbedzi

Cell: 072-781-2625

Tel: (015) 962-8730/8336

Marketing manager: Takalani Thabo

Email: univenr@univen.ac.za

Sales houses: The Media Connection; Motswako Media; Tsalena Media, Kagiso TV & Communications

Website: www.themediaconnection.co.za; www.motswakomedia.co.za

STATION INFORMATION

Broadcasting hours: 5 a.m. to midnight.

Broadcast area: Tshipise, Soekmekaar, Louis Trichardt, Musina, Thohoyandou and Giyani.

Advertising policy: Three ads per break

Material requirements: CD, E-Mail, MP3

Past 7 day listenership: 126 000 (RAMS June 2011)

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.

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: Bongis 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: 60 000 (RAMS June 2011)

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: "Mahlesedi go batho" - "Sunlight to the people"





Thaba Stereo

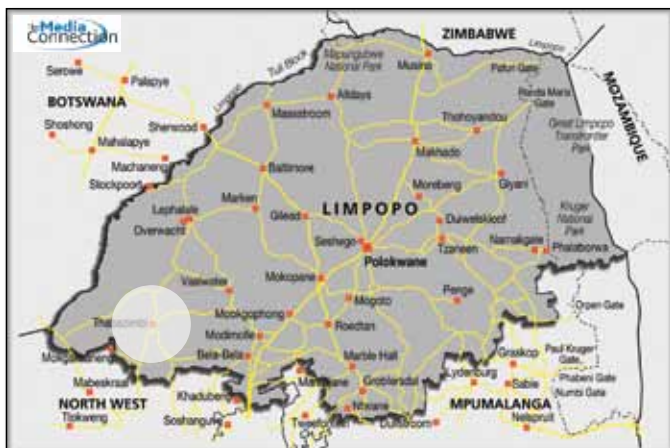
Freq: 104.9 FM

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, Bella Bella, Modimole, Lephalale.
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: On request
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.



BCR 104.1 FM

Freq: 104.1 FM Stereo

CONTACT INFORMATION

Tel: (013) 712-6590/6; **Fax:** (013) 712-65901; 0866-566-6206
Email: bcr104.1fm@mweb.co.za
Chairperson: Lawrence Mandlazi
Cell: 072-887-0717
Station manager: Edmond Chirwa
Cell: 082-550-1621; **Email:** edmondchirwa@gmail.com
Programme manager: David Sambo
Advertising manager: Sales and Advertising Team
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, Dwalen, Nhlazatjie, Waterval Boven, Belfast, Badplaas, Elukwatini and Machadodorp.
Advertising policy: Barberton Community Radio will not accept adhere to the South African advertising code of Conduct; three ads per break
Material requirements: CD, minidisk
Past 7 day listenership: 119 000 (RAMS June 2011)
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

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.themediacomnection.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, Machadodorp 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: 29 000 (RAMS June 2011)
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.



Kangala Community Radio Services

Freq: 92.8 FM Stereo

CONTACT INFORMATION

Tel: (013) 934-8669; **Fax:** (013) 934-8673
Studio: (013) 934-8662/8819
Email: kcrsfm@gmail.com
MD: Julia Mahlangu
Cell: 082-561-8088
Station manager: Botsotso Maphosa
Cell: 082-513-3775; **Email:** maphosabotsotso@yahoo.com
Programme manager: Enock Ntuli
Advertising manager: Bongani Gama
Tel: (013) 934-8669
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: 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: 23 000 (RAMS June 2011)
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.



Kriel Info Radio

Freq: 95.5 FM

CONTACT INFORMATION

Tel: 083-449-2698
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: Wilna van der Nest
Cell: 082-576-5167
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: 2 000 (RAMS June 2011)
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, Lebogakgomo (GaMphahlele), Zebediela.
Advertising policy: Three ads per break
Material requirements: CD and MP3
Past 7 day listenership: 57 000 (RAMS June 2011)
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: 0866-601-2444
Email: radioalpha978@gmail.com
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.themediacconnection.co.za

STATION INFORMATION

Broadcasting hours: 24 hours a day
Broadcast area: Albert Luthuli Municipality and surrounding areas.
Advertising policy: Four ads per break (12 ads per hour)
Material requirements: MP3, via e-mail; CD
Past 7 day listenership: 30 000 (RAMS June 2011)
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 (60 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 Weapon
Administrator: Nkele Khoza
Cell: 072-770-4370
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: Bushbuckridge and surrounds. Coverage includes Hoedspruit, Sabie, Hazyview, Kruger National Park, Waterval Boven, Nelspruit, Pilgrims Rest, Lydenburg and Graskop. Coverage also extends into Komatiport, Barberton and Machadodorp.
Advertising policy: Maximum of six ads per three minute break.
Material requirements: CD, E-Mail
Past 7 day listenership: 100 000 (RAMS June 2011)
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.



Radio Ermelo

Freq: 104.0 FM

CONTACT INFORMATION

TeleFax: (017) 811-3665
Email: ermelo@webmail.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

STATION INFORMATION

Broadcasting hours: 24 hours a day.
Broadcast area: South-east Mpumalanga
Material requirements: CD
Past 7 day listenership: 4 000 (RAMS June 2011)
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
Website: 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
Advertising manager: Willie Smith; **Cell:** 074-161-8778
Finance and admin Manager: Riana Smit
Sales house: The Media Connection
Website: www.themediacconnection.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: 23 000 (RAMS June 2011)
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
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, Komatiport, Hazyview, 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: 30 000 (RAMS June 2011)
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".



Cosmos Stereo

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: On request
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.



Secunda FM

Freq: 97.6 FM

CONTACT INFORMATION

Fax: 0866-170-674

MD/Station manager: Herman van der Nest

Cell: 083-449-2698

Email: secunda@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

Past 7 day listenership: 18 000 (RAMS June 2011)

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: 083-449-2698

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: On request

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.





COMMUNITY RADIO

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.themediacomconnection.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: 11 000 (RAMS June 2011)

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: avstrooi@mjvn.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: 5 am to 4 pm 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 June 2011)

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

Freq: 98.2 FM

CONTACT INFORMATION

Tel: (054) 332-1775 (office); **Fax:** (054) 332-1772
Email: info@radiatoriversonside.co.za
Website: www.radiatoriversonside.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@radiatoriversonside.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

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: 59 000 (RAMS June 2011)
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.



Radio Teemaneng

Freq: 89.1 FM Stereo

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: Kimberley and surrounding areas, in a 100km radius.
Material requirements: Minidisk, CD, cassette and reel.
Past 7 day listenership: 84 000 (RAMS June 2011)
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.





NORTHERN CAPE

Ulwazi FM

Freq: 88.9 FM

CONTACT INFORMATION

Tel: (053) 631-2332

Fax: (053) 631-7058

Acting station manager: Khumbuzile Isaiah

Cell: 073-540-6751

Programme manager: Wilzabe Hendricks

Cell: 078-510-0619

Email: asusenathol@hotmail.co.za

Sales house: Motswako Media

Website: www.motswakomedia.co.za

STATION INFORMATION

Broadcasting hours: 18 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: 31 000 (RAMS June 2011)

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!"



COMMUNITY RADIO

Aganang FM

Freq: 90.0 FM Stereo

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: 53 000 (RAMS June 2011)

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 tsewela (Together we prosper).



Lethabile Community Radio

Freq: 99.5 FM

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.themediaconnection.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: 51 000 (RAMS June 2011)
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.



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@themediaconnection.co.za
Website: www.themediaconnection.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: 10 000 (RAMS June 2011)
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 Mokgaje
Cell: 073-665-1849
Email: mokgajem@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: 135 000 (RAMS June 2011)
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
Programme manager: Tshepang Mpete
Marketing manager: Anna Mabo Yane
Cell: 072-993-1670
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: 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: 26 000 (RAMS June 2011)
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) 299-2822
Website: www.pukfm.ac.za
Station manager: Amoré Truter
Cell: 083-663-5255
Email: amore.truter@nwu.ac.za
Programming manager: Charonike Nel
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; sales@themediacconnection.co.za;
rhodan@campusmedia.co.za
Websites: www.studentradionetwork.co.za; www.themediacconnection.co.za;
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: 2 000 (RAMS June 2011)
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!"



Radio Mafisa

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.themediacconnection.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: 196 000 (RAMS June 2011)
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: hlangim@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.
Past 7 day listenership: 25 000 (RAMS June 2011)
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

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.themediacconnection.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: 94 000 (RAMS June 2011)
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.



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: Brenda Leonard
Email: Brenda@bushradio.co.za
Programme integrator: Adrian Louw
Email: adrian@bushradio.co.za
Advertising/Marketing manager: Brenda Leonard
Email: brenda@bushradio.co.za
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: 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: 65 000 (RAMS June 2011)
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: 139 000 (RAMS June 2011)
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 Stereo

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
Cell: 083 212 6089
Programming manager: Rodney Trudgeon
In-house sales: Marne Joubert
Email: airtime@fmr.co.za
Sales houses: The Media Connection; Motswako Media
Websites: www.themediacomnection.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: 29 000 (RAMS June 2011)
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.



Franschhoek FM

Freq: 87.6 FM

CONTACT INFORMATION

Tel: (021) 876-3530
Fax: 0866-944-595
Email: info@fhfm.org.za
Website: www.fhfm.org.za
MD/Station manager: Basil 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@themediacomnection.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: 1 000 (RAMS June 2011)
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.



MFM 92.6

Freq: 92.6 FM

CONTACT INFORMATION

Tel: (021) 808-3098
Fax: (021) 808-4814
Website: www.mfm.co.za
Station manager: Conrad Schwelns
Cell: 082-7878-722
Email: sm@mfm.sun.ac.za
Programme manager: Micheal Bossenger
Email: program@mfm.sun.ac.za
Cell: 076-1757-458
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: 9 000 (RAMS June 2011)
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: 300 000 (RAMS June 2011)
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 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: Rachel Watson
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; Duynfontein; Milnerton and Bloubergstrand.
Advertising policy: Four ads per break
Material requirements: CD
Past 7 day listenership: 50 000 (RAMS June 2011)
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.



Radio CCFm 107.5

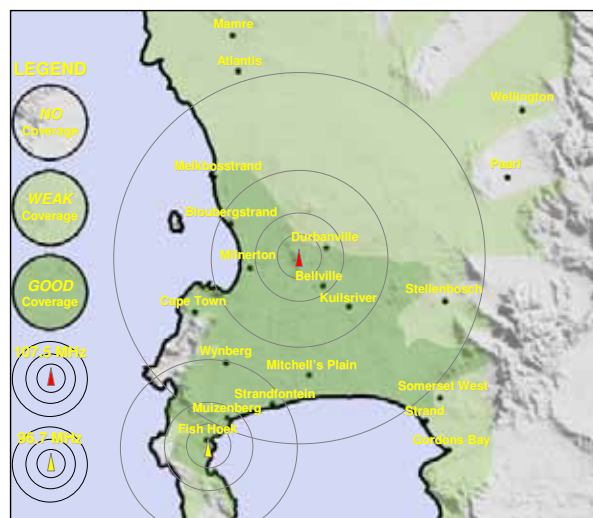
Freq: 107.5 and 96.7 FM Stereo

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: 071-604-9510
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: 128 000 (RAMS June 2011)
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.



Radio GamkaLand

Freq: 87.6 FM

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: 1 900 (RAMS June 2011)
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.themediacconnection.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: 41 000 (RAMS June 2011)
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

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.themediacconnection.co.za; www.motswakomedia.co.za; www.serongwanyane.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: 70 000 (RAMS June 2011)

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.

Radio Namakwaland

Freq: 93.4 FM

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.themediacconnection.co.za

STATION INFORMATION

Broadcasting hours: 24 hours a day

Broadcast area: Radio Namakwaland is based in Vredendal, broadcasting to Vredendal, Nuwerus, Bitterfontein, Vanrhynsdorp, Nieuwoudtville, 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, Velddrif 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: 50 000 (RAMS June 2011)

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: Eben Niemann
Email: eben@104fm.org.za
Sales manager: Willem Erwee
Email: willem@104fm.org.za; **Cell:** 083-455-4841
Compliance Officer: Naomi Engelbrecht
Email: Naomi@104fm.org.za; **Cell:** 084-766-9572
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, 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: 296 000 AMPS (RAMS June 2011)
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 44% music and 56% 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@themediaconnection.co.za
Website: www.themediaconnection.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, Moeresburg, 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: 33 000 (RAMS June 2011)
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.



The 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
MD: Achmat Sedick
Station manager: Moegsin Khan
Cell: 082 824 8260
Email: Moegsin@vocfm.co.za
Programme manager: Munadia Karaan
Cell: 082-445-7628
Email: mzk@mweb.co.za
Programme Co-ordinator: Mishka Daries
Cell: 0822233685; **Email:** mishkad@vocfm.co.za
Sales and Marketing manager: Sukayna Johaadien
Cell: 082-786-5627
Email: sukaynajohaadien@vocfm.co.za
Sales co-ordinator: Hassiem Bastra
Cell: 082-878-1911; **Email:** hassiem@vocfm.co.za
Sales house: The Media Shop, The Media Connection, The Media Shop
Email: sales@themediacconnection.co.za
Website: 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: 300 000 (RAMS June 2011)
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.



UCT Radio

Freq: 104.5 FM Stereo

CONTACT INFORMATION

Tel: (021) 686-1870
Fax: (021) 650-2904
Website: www.uctradio.co.za
Office contact: Natalie Brandreth
Email: natalie@uctradio.co.za
Station manager: Nikeshe Newalani
Cell: 082-614-7676
Email: stationmanager@uctradio.co.za
Marketing manager: Angela Machua
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: 31 000 (RAMS June 2011)
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

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
Tel: (023) 347-7096
Marketing manager: Francois Marais
Email: promotions@valleyfm.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: 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: 68 000 (RAMS June 2011)
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".



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
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.themediaconnection.co.za; www.motswakomedia.co.za; www.serongwanyane.co.za

STATION INFORMATION

Broadcasting hours: 24 hours a day
Broadcast area: Khayelitsha, Mandalay, Phillipi, 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: 228 000 (RAMS June 2011)
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.





CONTACT INFORMATION

Tel: (011) 807-2111
Fax: (011) 807-2888
Email: karenvw@comutanet.co.za
Website: www.comutanet.co.za
GM audiovisual division: Karen van Wyk
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: 10 minutes of client advertising per 90 minute CD
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.



Comuta Radio

Freq: Digital satellite

CONTACT INFORMATION

Tel: (011) 807-2111
Fax: (011) 807-2888
Website: www.comutanet.co.za
GM audiovisual division: Karen van Wyk
Station/Programme manager: Javulani Nkolele
Email: javun@comutanet.co.za
Cell: 083-319-4529
Audio Visual sales manager: Gary Tilston
Tel: (011) 807-2111
Email: garyt@comutanet.co.za

STATION INFORMATION

Ownership breakdown: ComutaNet, a division of Primedia (Pty) Ltd
Broadcast area: Comuta Radio broadcasts to 23 of the largest commuter in South Africa Visit
www.comutanet.co.za for a full list of sites in various regions.
Advertising policy: Maximum of 12 minutes per hour
Material requirements: CD/MP3
Other advertising services: With its outside broadcast unit, ComutaNet is able to take an interactive Comuta Radio experience to the people, letting the audience meet and greet the DJs who enjoy a celebrity status with listeners. Recent research indicates that Comuta 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: 2.3 million weekly listeners
Target audience: LSM 4-7 economically-active commuters congregating at commuter hubs throughout South Africa.
Broadcast languages: Multilingual
Format: Comuta 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: Comuta Radio reaches economically-active commuters in an environment and time frame where no other media can reach them.





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