

## Mbhashe FM

Mbhashe Community Radio Station's provide quality broadcasting services on a sustainable basis to our listeners by producing various radio programs with the objectives of educating, informing and entertaining the youth and the community at large in our geographical broadcasting footprint and beyond. Mbhashe FM will achieve that by using a language used in the community which is mainly isiXhosa and English.

### Station Profile & General Info

#### Station Profile

- Name: Mbhashe FM
- Frequency: Online
- Language Medium: Xhosa and English
- Times: 24 hours
- Target audience: Between the ages of 16 – 35 primary market, 36 - 55+ secondary market depending on the specific programme
- Format: Talk, News and Music,
- Basic rates: Rates are quoted for 30 or 60-second advertisements
- Listenership: 85000+
- Coverage: Mbhashe Municipality & surrounds

### Background - 2013

On the 13 August 2013 the idea of starting a community radio station was fully adopted and a year later the station started broadcasting online and the organization was fully registered on the 06 April 2017 as Mbhashe Community Radio Station. Mbhashe FM as the organisation known has been the brainchild of Mfundo Mpathani leading the community of Mbhashe to establish the community radio station, the organisation has been registered as a NPO with the Department of Social Development registration number: 188-130NPO as a community broadcaster found serving the communities and rural areas in Mbhashe Local Municipality and surroundings under the Amathole District Municipality in the province of the Eastern Cape. Mbhashe FM is currently broadcasting online while still in the process to obtain its broadcasting licence from Icasa.