**STATION PROFILE 2020**

* Vision Statement

We envision a fully functioning, self-sustaining and professional station of choice that meets the needs of the community.

* Current Management
* Station Manager
* Programmes Manager
* Recruitment Manager
* Finance Manager
* Marketing Manager
* Mission Statement

Radio Grahamstown aim:

* To produce radio programmes that will unify, enrich, liberate, educate, entertain and build good relations among the people of Grahamstown.
* To enable the people of Grahamstown to speak and listen to one another.
* To be a non-partisan promoter of social justice of democracy free of racism, sexism and all other forms of discrimination.
* Values
* Integrity - Diversity - Collaboration - Team Work
* Accountability - Consistency - Creativity - Innovation
* Ethical Conduct - Batho Pele Principles - Truth - Equality
* Key Objectives

Our main objective is to become a well- informed, well managed and corporate citizen of the district that plays an active role in the improvement of social, political, economic and welfare of the community including but not limited to the following:

* Build a self-sustaining brand which will place the station in a position to be the preferred local broadcaster.
* Raise brand awareness and brand perception while promoting equity in order to increase audience ratings and listenership.
* Continue to promote the brand in order to attract partners and increase sales which include advertising sales, sponsorships and revenue from events

These objectives will be measured through the use of:

* Brand Awareness Surveys
* Independent Audience Ratings
* Monthly, Quarterly and Annual Sales Reports
* Key Achievements and Strengths
* We have set plans in place to improve the financial position of the station which include being able to maintain our operation, settling existing debts and remunerating staff.
* We were able to acquire equipment and we continue to maintain that equipment.
* The station is able to strengthen its position and relations with existing stakeholders.
* We continue to allow our community access to radio.
* License Conditions
* The license shall broadcast a daily language content of 60% isiXhosa, 30% English and 10% other languages.
* The license shall have a programming format of 60% talk and 40% in its daily broadcast.
* The broadcast shall ensure that 60% of the music broadcast during the South African performance period shall be South African music.
* The license shall broadcast 30 minutes of news per weekday and 15 minutes per day on weekends. This shall include community news, national news and international news.
* The license shall broadcast talk programs which shall be aimed at educational enrichment, discuss community health related issues, literacy and/or information to the community. This should include non- formal education such as skills development.
* The license shall insure that’s its broadcasting include programs for children, the youth, adults, the elderly and the disabled.
* The license shall ensure an equitable gender representation of men and women on the board and management of the station and shall adopts policies to facilitate gender equality in all areas and structures of the station.
* The license establish and maintain a programming committee that will include members of the licensee’s target community and shall ensure that regular meetings are held and that the community participates in the selection of programming. The license shall keep and furnish the Authority with proof of such meetings as well as the attendance thereof by members of the licensee’s community.
* Marketing Plan

Radio Grahamstown covers Grahamstown which is approximately a 50km radius. The station is aimed at people between the ages of 7 -75, these are the people whom our marketing efforts are also directed at. The station had a listenership of 18000 in 2014 and by the end of the year of 2019, we aim to increase by 50%. The station will also intensify its online marketing presence and create linked Twitter, Facebook, and Snapchat amongst others. Also introduce productive platform for the department to manage tasks. Our marketing efforts are also focused on the main economic sectors that are in Makana Municipality, which are made out if 51.5% public service, 15.6% trade, 15.3% finance and business service, 7.1 % manufacturing, 4.4% agriculture, 2,9 transport and communications; and 2.1% construction.