

## Demand need and support



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## 1. Purpose of the Document

The main purpose of this document is to show that the community is well informed about the radio station and they support it. Show program format and community survey. The fact is, this project is done for the interest of the community.

## 2. Program format

### ❖ Program format

ULTRA FM will broadcast 50% talk and 50% music

### ❖ Music Format

As the aid of uplifting local artist, we intend to play 50% international and 50% local music.

### ❖ News schedule

Day	Bulletin format	Time	Bulletin language	Language split
Monday	hourly	06:00 – 18:00	English, isiZulu and isiXhosa	English – 50 % isiZulu – 25% isiXhosa - 25 %
Tuesday	hourly	06:00 – 18:00	English, isiZulu and	English – 50% isiZulu – 25%

# U L T R A F M

			isiXhosa	Xhosa -25 %
<b>Wednesday</b>	hourly	06:00 – 18:00	English, isiZulu and isiXhosa	English – 50 % isiZulu – 25% isiXhosa - 25 %
<b>Thursday</b>	hourly	06:00 – 18:00	English, isiZulu and isiXhosa	English – 50 % isiZulu – 25% isiXhosa - 25 %
<b>Friday</b>	hourly	06:00 – 18:00	English, isiZulu and isiXhosa	English – 50 % isiZulu – 25% isiXhosa - 25 %
<b>Saturday</b>	hourly	10:00 – 14:00	English, isiZulu and isiXhosa	English – 50 % isiZulu – 25% isiXhosa - 25 %

**There will be no news reports on Sunday.**

Spot bulletin will be comprised of local and international sport updates, and will be tucked in morning and drive show after every 30 minutes.

Traffic updates will cater for Kokstad and surrounding areas, tucked in morning and drive show after every 30 minutes.

❖ Show schedule

**Midweek**

Time	Name of the show
06:00 - 09:00	The Morning Fix
09:00 – 12:00	After Morning
12:00- 13:00	Trending Today (current affairs)
13:00 – 15:00	Ladies House
15:00 – 18:00	Ultra Drive
18:00 – 20:00	Keleza nathi
20:00 – 22:00	Ultra Music sessions
22:00 – 02:00	Cross over
02:00 – 06:00	Bright start

**Weekend**

**Friday**

Time	Name of the show
18:00 – 22:00	Living for the weekend
22:00 – 02:00	Dance floor

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## Saturday

Time	Name of the show
02:00 – 06:00	Woza weekend
06:00 – 10:00	Isintu sami
10:00 – 14:00	Ultra FM Top 40
14:00 – 18:00	We love hip hop
18:00 – 22:00	Living for the weekend
22:00 – 02:00	dance floor

## Sunday

Time	Name of the show
02:00 – 06:00	invuselelo
06:00 – 10:00	Strictly Gospel
10:00 – 14:00	Strictly 80s and 90s
14:00 – 18:00	We are deep
18:00 – 22:00	Youth in Christ

### **3. Community listenership survey**

We are willing to know if, it worth it to set a new radio station in Kokstad. Will we have listenership? What do people want to hear on Radio which language?

#### **Step1** - determine the problem

1. Is there a radio demand in Kokstad?
2. What do listeners want to hear on radio, on which language(s)
3. Is there a competition? If any, who are competitors?
4. Which radio shows are mostly listened?
5. What type of ads to people wants to hear on radio?

#### **Step2**- Collect the information

How are we going to collect this information? For example, using primary or secondary resources

#### **Step3**- tabulate the information

Tabulate and organize information found

#### **Step4**- analyze the information

What have we obtained from the research?

## **Step1- determining the problem**

There is a radio need in Kokstad. So said 9/10 people we asked. Most people think that the available radio stations are not on the universal radio standard or level. Furthermore, there is no radio station specifically for Kokstad community and surrounding areas. People feel like there is too much talent on Kokstad, but there is no platform and facilities to groom and expose this talent. Ultra FM may be the solution to problems like this, also reducing unemployment and promote talent.

6 out of 10 people want to hear more music and educational shows on radio. Shows must be in English, isiZulu and isiXhosa as we are diverse lingual and culturally.

Competition is classified into direct and indirect competition. Direct competition includes other radio stations like Ukhozi FM etc. Indirect competition includes other media platforms like Newspapers.

8/10 people mostly listen to morning "06:00 – 09:00" show and afternoon "15:00 – 18:00" show. 5/10 listens to after morning "09:00 – 12:00" and "12:00 – 15:00" shows. 4/10 people listen to radio between 18:00 and 22:00.



# ULTRA FM

During the weekend, Saturday 10:00 – 14:00 gets more listenership. As 7 out of 10 people stay tuned to radio to which ever show on air. On Sunday 5 out of 10 listen to shows between 10:00 – 17:00.

2/10 doesn't even want to hear ads on radio. Music is the drive and aspiration to overcome everything. 8/10 want to hear ads that promote wellness, but in simple and attractive way. Ads must be made out of mixture of business mind and creativity. People hate long and annoying ads that end make up no sense.

## **Step2- collection of information**

There are several market research tools to use but to get the exact people views, we took it to the streets to ask people questions. We could have used other ways like surveys, industry reports, stats or observational reports.

For convenience, we asked people questions and made sure that made our findings to be straight forward and reliable. We are 100% guaranteed that our findings are a true reflection of Radio scene in Kokstad.

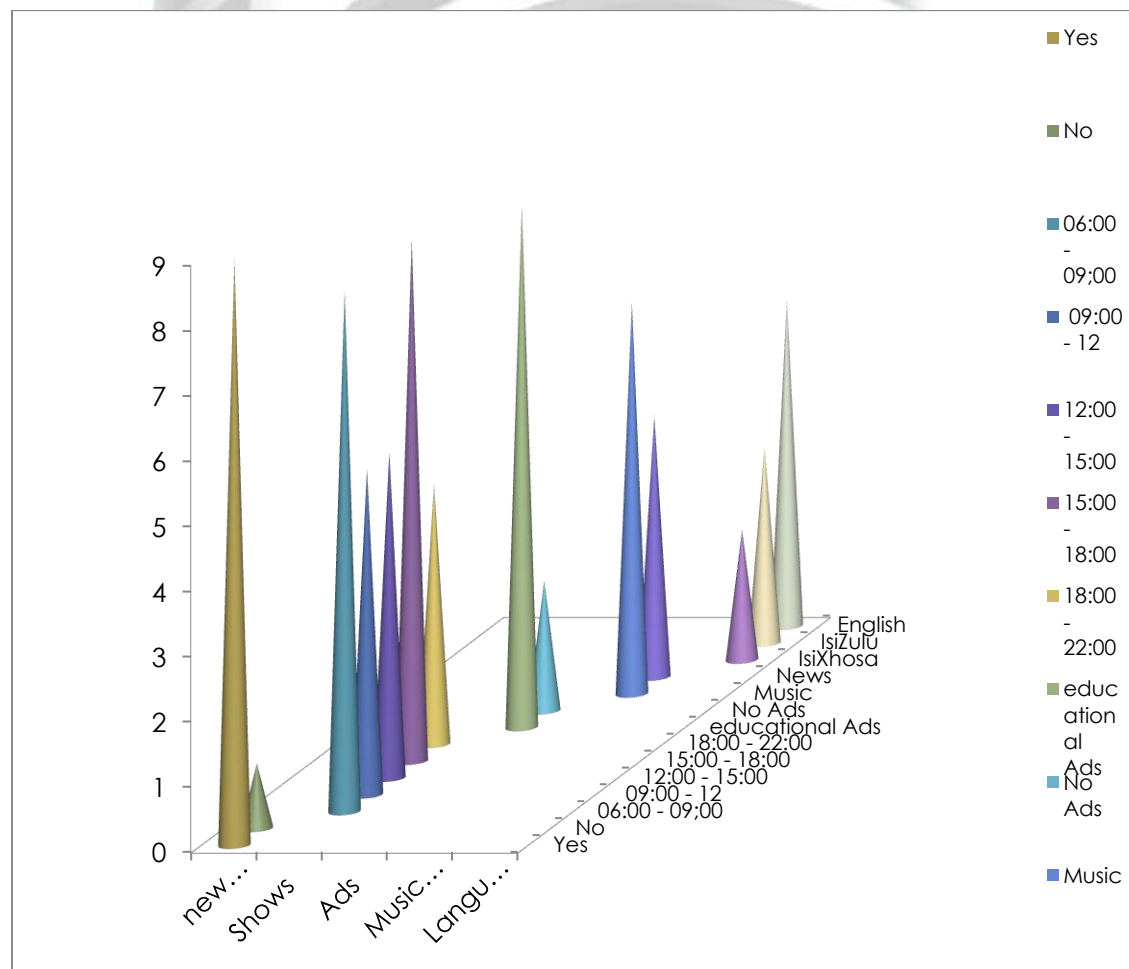
Not that we don't trust other tools of market research, but we felt



it for the best if we go out and engage with people. We did this to alert people about what theirs, because we doing this for Kokstad community.

### Step3 – tabulate the information

The following are the findings of our research in a table for. They are 100% accurate and reliable. This reflects the true reflection of the radio scene in Kokstad. People have spoken.



#### **Step4 – Analyze the information**

From the information we have obtained, we have seen that most people are looking towards new radio station in Kokstad. People are overwhelmed about the very first radio station in Kokstad.

People are more into music and less of news. Music is the drive, news to inform and educational shows to educate future nation. It's important to include educational show to accommodate students that are still at high school

Radio is not all about music, educational show can even have an impact on pass rate of metric in this region. A 2hour show per day is enough to tattle at least mathematics, physics, accounting and life sciences

Most people want to hear shows broadcasted in English, mixed with isiZulu and isiXhosa languages. It is of vital importance to send a message to people using the language they understand.

Shows that have most listenership are morning 06:00 – 09:00 and afternoon 15:00 – 18:00 shows. This is because in the morning, most people are rushing to work and school. They want a strong lined up show to inform them about things like weather, news, traffic and sport.

# U L T R A F M

In the afternoon, people are tired from work and school. They need something to cheer them up. Something to ease of the stress of the day and keep them updated on what was happening during the day. Good music mixed with what is currently trending on social media.

Even though ads are the source of radio station revenue, 8/10 people want to hear educational ads that promote health and wellbeing. 2/10 doesn't want to hear ads at all. They think ads are just wasting time and are influencing them to certain product or service.

