

Management agreement



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Management agreement

Before engaging many parties, management had to make decisions regarding station policy. This is strictly about language policy and programming.

Language policy

We live in a rainbow nation, to be relevant you need to send a message that is widely understood. That is only possible if you are using a Universal language. Ultra FM will broadcast all shows using 60% English and 40% Nguni languages (isiZulu and isiXhosa).

This will enable us to educate, entertain and inform our diverse community and send the message that can be widely understood regardless of home language or skin color.

Programing

Our station follows top 40 music format. We are focusing mainly on pop, EDM, hip hop and house music. Our shows educate, Entertain and inform. This includes news, music, sport updates, weather and traffic updates.

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

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Weekend

Friday

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

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