**Name of the Station**: Mzansi FM

**Type**: Community Radio Station.

**Slogan**: That’s where you belong, be inspired

**Target Audience**: 13 – 75 Years

**Broadcasting License**: 50% Music, 50%Talk

**Music**: 50% Local & 50% International

**Languages**: isiZulu 70%, English 20% (others 10%)

**Radius**: 200km

***Vision***

To be a vibrant and vital part to our listeners lives by giving innovative entertainment in the form of education, information and news coverage. Lead by example as professional radio station.

***Mission***

To be a voice of the voiceless and be a platform for expressing opinions. To give the listener value for listening by providing superior broadcast content.

***Mzansi FM objectives***

* To develop, produce and provide ethical programming and development media aimed at educating, informing, empowering and uplifting the community.
* Increase our listenership base and become the largest and most successful community radio station in South Africa by giving good sound programming and journalistic excellence.
* To participate in the rebuilding and strengthening of civil society and to support and help the impact of other civil society organisations working in the interests of the community.
* Encourage the participation of the community in the activities of the station.

***The Mzansi FM Listeners Vision***

We have a vision that our listeners will say:

“Mzansi FM will be the only station I turn in when I want quality, information, educational features and entertainments that make me enjoy my day because I can easily find what I am looking for and be helped by lively and committed people.”

***Mzansi FM Values***

All human being have values that guide their behavior and organisations can have values too. Like personal values, they guide the behavior of the people in the organisation. At Mzansi FM, values are the heart and soul of the media industry. They are all about how we treat each other, listeners, advertisers and sponsors.

Mzansi FM Values

* **Innovation and energy**
* **Open to learn and share**
* **Invest in future potential**
* **Courage to contribute ideas**
* **Generously recognise excellence of leaders and members of the team**
* **Trust and Respect**

These values are so important at Mzansi FM. Let’s look at what each of these values means. For all staff not the management position, the values mean the following:

* **Innovation and energy**:

You bring an energetic spirit to your work, go the extra mile for the organisation and bring creative ideas to the team. Innovation and energy are at the heart of Mzansi FM Value system and guarantee our future success.

* **Open to learn and share**

You are willing to share your ideas and to enthusiastically learn from others. Openness to learning and sharing will guarantee the success of our team.

* **Invest in future potential**

You are willing to invest in your future potential and drive your own development in the organisation and team. An openness to learning and sharing shows that you want to invest in your future potential.

* **Courage to contribute ideas**

You are courageous and contribute ideas while passionately engaging in the Mzansi FM vision and mission. You accept challenges and learn from mistakes and feedback.

* **Generously recognise excellence of leaders and members of teams**

You acknowledge the contribution of your fellow team members and team leader by generously providing recognition and feedback.

* **Trust and respect**

You can be trusted do deliver in all areas of your work and respect the contribution that others make.

For anyone who is in management, the values are slightly different. This is because as a leader, not only is it important for you to live the values but also to help others to live the values too.

For management in Mzansi FM the values mean:

* **Facilitate innovation and energy**

You have a positive impact on the team by encouraging individuals to bring an energetic spirit to work especially on air, to go extra mile for the organisation and to bring their creative ideas to the team and shows.

* **Encourage openness to learn and share**

You create an environment that encourages others to share their ideas and you facilitate problem solving, decision-making and learning, to add value to team and organisation.

* **Invest in future potential**

You invest in the future potential of the individuals in your team and encourage them to drive their own development. You show your support for individuals that are willing to learn and share.

* **Inspire courage to contribute ideas**

You inspire your team with the courage to contribute ideas and passionately engage in the Mzansi FM purpose. You demonstrate the willingness to learn from mistakes and feedback while encouraging this in your team.

* **Generously recognise excellence of leaders and members of teams**

You “celebrate” and acknowledge team / individual excellence. You are a committed coach and actively develop your team through providing continuous feedback.

* **Trust and respect**

You can be trusted to deliver in all areas of your work and show integrity in all your work decisions and relationships. You actively support our values.

***Corporate Social Involvement***

Corporate Social Involvement is about giving back to the communities we serve. Mzansi FM recognises the importance of contributing to a Healthy, positive society in South Africa.

The Mzansi FM Corporate Social Involvement programme has seven key areas:

* Health
* Arts and Culture
* Entertainment
* Education
* Sports
* Social development
* Religion

**Vision for Mzansi FM employees**

… ‘I am totally committed because my team members and I are encouraged to contribute innovatively and are generously rewarded for excellence.’

**Vision for our shareholders or investors**

… ‘We are long term investors in Mzansi radio station because we trust in management’s capacity to execute innovative strategies, which deliver significant value over time.’

***The Mzansi FM Advertisers Vision***

We have a vision that our Advertisers will say:

“Mzansi FM will be the first place I go to when I want to advertise my business because they’ll provide quality advert that will make my customers attracted easily, and I know I can find what I am looking for from committed team.”

**Advertisement**

**Everyone is given a chance!**

Whether it is a small business or a large enterprise, Mzansi FM gives everyone the chance to promote their business throughout the week, from Monday till Sunday, our excellent sales team will be there for you to assist with any inquiry you might need. Then give us a call or drop an email and we will do our best to suit your needs and give your company an opportunity to speak to the community.

Contact details:

….

**Mzansi FM employee commitments**

**To do your job**

* Keep the promise that you made when you signed your letter of appointment regarding your working hours.
* This means bring your body and your mind to work.

**To act with integrity**

* Be honest!
* Always act with integrity, so that you are trustworthy and reliable.
* You also have a duty to disclose any information that may impact on the business or the trust that we place in you.

**To further Mzansi FM interests**

* Be an ambassador for Mzansi FM inside and outside of work, in everything that you do and say.
* Avoid conflict between personal and business interests.

**To be respectful & follow instructions**

* Treat others as you would like to be treated.
* Follow reasonable instructions.
* Treat everyone you deal with, with respect in what you say and do.

**To refrain from misconduct**

* Stick to all rules and procedures of Mzansi FM.
* What is regarded as acceptable behavior in society also applies at work.

**To perform at the standards required**

* Perform at the standard defined by Mzansi FM vision, mission and objectives.
* Drive your own development and growth within the organisation

**Mzansi FM Organogram**

Finance & Admin (2)

Sales & Marketing (2)

Technical / Library & Advertisement (2)

Programing & Production (12)

News (4)

* 6 Board of Directors
* 1 Station Manager
* 23 Station Staff (6 Management)
* 6 In-service training