



Frequency: 97.0 FM

**Insight:** The station is about informing, educating and entertaining the community in all levels. The uniqueness of the station lies in the fact that it does not cater for a specific level or type of community, but it is home to every listener.

Listenership: 11 000 weekly

LSM

Primary: 3 - 4

Core Target Market

28 - 42

Languages:

isiZulu 80%

isiXhosa 16%

English 4%



1 388



N/A

Race:

Black 96%

White 2%

Coloured & Other 2%

Broadcasting: 60% content and 40% music

**Coverage:** Port Shepstone, Shelly, Uvongo, Margate, Ramsgate, South broom, Munster, Port Edward, Umtentweni, Scottburgh, Izingolweni and Harding, Sisonke district municipality, Umlazi, Alfred Nzo District