



Frequency: 97.1 FM

Insight: SMU FM is a communication platform that seeks to promote community participation in support of democracy, freedom of expression, diversity of opinion, and broadcast ownership and combating of racism, sexism and all forms of discrimination.

Listenership: 5 000 weekly

LSM

Primary: 6 - 7

Core Target Market

18 - 27

Languages:

English 60%

seTswana 40%

Race:

Black 80%

White 10%

Coloured & Other 10%



6 100



1 517



245

Broadcasting: 40% content and 60% music

Coverage: Ga-Rankuwa and surroundings



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