



Frequency: 97.0 FM

Insight: Hearing our listeners' voice, always brings pleasure. As Unitra Community Radio (UCR-FM) we are always glad to hear the voice of our listeners, business partners, government, and social organizations.

Listenership: 78 000 weekly

LSM

Primary: 3 - 6

Core Target Market

25 - 50

Languages:

isiXhosa 70%

isiZulu & seSotho 25%

English 5%

Race:

Black 99%

White 0.4%

Coloured & Other 0.6%

Broadcasting: 60% content and 40% music

Coverage: Port Alfred, King William's Town, Bisho, Stutterheim, Queenstown, Elliot, Barkly East, Umtata, Mount Frere, Maclear, Lusikisiki, East London, Coffee Bay, Butterworth, Port St John'

Facebook 29 054

Twitter N/A

Instagram 75



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