

# COMPANY PROFILE

2016



# RADIO CITY 88.3 FM THE HEART OF RWANDA'S MEDIA BROADCAST

WE ARE BIGGER & BETTER,
THE VOICE YOU NEED TO REACH
OUT TO EVERYONE!







RADIO CITY is one of the largest major-market broadcast media operators in Rwanda's capital, Kigali and the undisputed leader in news, commercials and sports radio. For over 10 years and counting, we have notably grown into one of the most listened to radio stations in Rwanda, with Listeners taking so much pride in tuning to our programs

10<sup>+</sup>
YEARS
EXISTANCE

95 %
KINYARWANDA
LANGUAGES AIRED

which air predominantly 95% Kinyarwanda and 5% other East African Languages.

With our coverage now extending to over 75% of the country, RADIO CITY has brought in so much essence in Rwanda's Broad casting industry reaching out to a huge span of listeners on a weekly basis.

5 % EAST AFRICAN 75 %
OF RWANDA
COVERED

# **OUR MISSION**

To be able to reach out to everyone through flexible and indiscriminate radio programs which offer a basis for self-growth and development.

# **OUR VISION**

To be top most and favorite station in Rwanda and East Africa

# **VALUES**

Our Core Values govern our day to day operations, they include;

- Godliness
- Client focus
- Team work
- Transparency
- Objectivity
- Respect



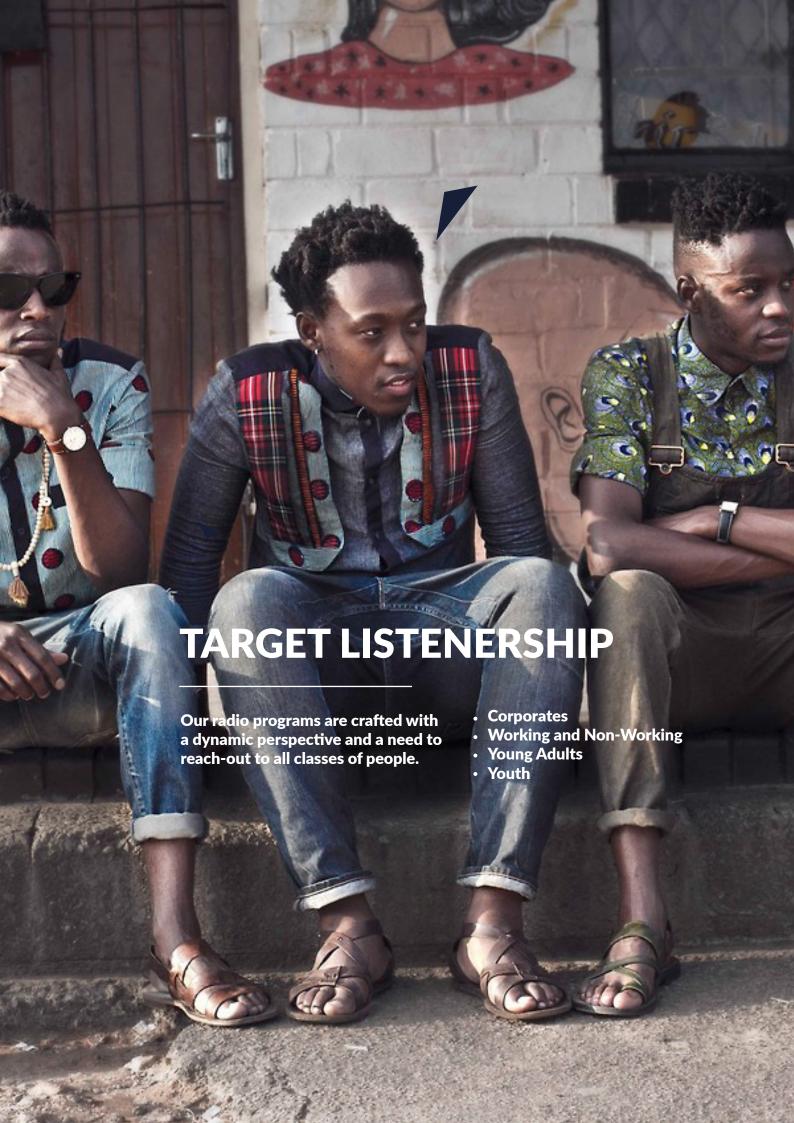
# **OUR SERVICES**

# Radio city, offers programming broadcast services on air

Our services lie within range, Radio Broad casting, Production of Adverts Sports, Magazine, Documentaries, Talk Shows, Announcements, Radio Dramas, Jingles, Skits, Sweepers, Promos and Activations, Live Links, Pre & Live Programs.







# WHY YOU SHOULD CHOOSE US

# **REACH A WIDER AUDIENCE**

Our 1.5 Kilowatt transmission extends our network coverage to over 75% of Rwanda, ensuring reach to a huge span of listeners.

## **CREATIVITY**

Creativity is at the heart of current Radio City's resonance. We produce original audio content with exclusive programming broadcast on air.

# A SKILLED & TALENTED TEAM

From news, analysis to production or just any other program, Radio City undoubtedly works with the best individuals in the industry. Talent adds to the flair but the extreme touch of skill and professionalism is utmost

# **TRACK RECORD**

Being one of the oldest and most established radio broadcast facility in Rwanda, Radio city has generated a track record working with Global fortune companies and other organizations. You can therefore trust us to deliver from our experience.

# DYNAMIC & INDISCRIMINATE PROGRAMS

From entertainment to education, lifestyle and others, our programs are drawn based on insights of what our target audience finds captivating, informative and entertaining. This ensures that there is a sense of connection between the station and its listeners.



