



CITYRADIO

88.3FM

Inshuti ya Bose

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!**



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WHO WE ARE





WHO WE ARE

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

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 Broadcasting industry reaching out to a huge span of listeners on a weekly basis.

10⁺
YEARS
EXISTANCE

95 %
KINYARWANDA
LANGUAGES AIRED

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

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OUR SERVICES



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.



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TARGET LISTENERSHIP

A photograph of three young Black men sitting on stone steps. The man on the left wears sunglasses, a light blue shirt with red polka dots, a gold watch, and a beaded necklace. The man in the center wears a dark shirt with a red and blue plaid vest, blue jeans, and brown sandals. The man on the right wears a green and blue patterned shirt, brown overalls, and green sandals. The background features a white brick wall with graffiti, including a large red and black figure and a yellow figure. A dark blue triangle graphic is positioned above the man in the center.

TARGET LISTENERSHIP

Our radio programs are crafted with a dynamic perspective and a need to reach-out to all classes of people.

- Corporates
- Working and Non-Working
- Young Adults
- Youth

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.



OUR CLIENTELE

Our company culture is built based on morals of good workmanship and clientele focus. These values have enabled us to generate a track record working a number of customers listed below;

The Government of Rwanda,
USAID, PSI, RBC, RSSB, REB -
MTN - TIGO - RWNADATEL -
NAKUMATT - RDB -
ECOBANK - FINA BANK -
BANK OF KIGALI - BPR -
Kigali City Council - Chloride
Batteries - Sadolin Paints -
Sulfo - Capital Market
Authority - RWANDAIR - AIR
UGANDA - KCB BANK -
BRALIRWA SA - Samona -
Movit - COGEAR Insurance -
Money Gram - National Bank
Of Rwanda

GET IN TOUCH

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