

R 101.3 **ROOTS**

FM

WHERE TRADITION AND CULTURE IS A REALITY!!!



ROOTS FM RADIO PROFILE

BACKGROUND

Roots FM Radio Station is a privately-owned Commercial Radio Station in Lusaka – Zambia. The major aim of this radio station is to preach Unit and promote awareness using traditional and cultural music. Roots FM Radio Station is principally a traditional and cultural radio station.

The radio broadcasts on 101.3 FM Frequency and has more than Six (6) million households living in **Lusaka, Kafue, Mazabuka, Choma, Rufunsa, Chongwe, Chibombo, Chisamba, Kabwe, Kapiri**, worldwide on www.rootsfm.com.zm and on **Mobile apps ZENO Radio, Streema Radio, Radio Box and Radio Gardens media application**. We broadcast in English and main local languages. The radio station is situated in central part of the capital city sight at Lottie House, 9th Floor in Room 901.

Our Vision

- An effective creative and all-embracing traditional and cultural radio station.

Our Mission Statement

- To be the most listened to local radio station in Zambia that promotes tradition and culture to meet the aspirations of its listeners from all classes of society.

Our Objectives

- To provide high-quality programmes with a traditional and cultural touch.
- To meet market requirement and exceed expectation.
- To remain up-to-date with emerging traditional and cultural values and trends.
- As a commercial radio station, our aim is to reach out to the remotest areas of Lusaka and all the places where *Roots FM Radio Station* is heard so as to sensitize the people and promote further discussions related to matters of tradition and cultural in the community.
- To encourage and emphasize tradition, culture and modern ways of living in the society.

Overall Goals

- To promote knowledgeable and well informed rural and urban based persons on different tradition and culture.
- To contribute to the awareness campaign with correct information about the tradition and culture.

Stakeholder's Role

- Stakeholders to communicate fully with the grassroots using local languages.
- These programmes will be delivered through headmen/chiefs and other organizations at the community level not forgetting clubs in villages.

Our Motto

- **Good Music, Good Friends more than just radio. My Roots, My Music, My Radio.**



Contact Details

Lottie House

9th Floor

Cairo Road

Lusaka.

Cell Numbers:

ON AIR - +260 973-226841 / +260 967-226841 / +260 950-226841

E-mail: rootsfmradiostation@yahoo.com

Facebook: [rootsfmzambia101.3](https://www.facebook.com/rootsfmzambia101.3)

Twitter: [@roots101dot3fm](https://twitter.com/roots101dot3fm)

Ngulube Chilengwa

Chief Executive Officer

Cell: +260 955-124063 / +260 977-124063 / +260 964-410934

E-mail: chilengwangulube@yahoo.com