

Back ground.

Mbabule Fm is a privately owned radio station that was founded under the ideology of quality information for community development.

We aim at bringing qualitative change in the community by addressing basic social concerns like education, poverty alleviation, gender issues, family, health, business & entrepreneurship, culture, current affairs, and entertainment through our broadcast.

With our influence on our listenership, we provide the advertiser a solid ground for brand awareness, loyalty and marketing for all products and services available.

Location & coverage.

Mbabule FM is the **ONLY RADIO** Station in Sembabule District. Operating on frequency 101.1 FM with a 3KW transmitter and reaching a 200km radius. The radio covers the districts of Sembabule, **Gomba, Rwengo, Mawokota, Mubende, Mityana, Masindi, Hoima, Mpigi, Rakai, Lyantonde, Masaka, Nakasongola, Kiboga, Kalangala, Kyegegwa** among others. This area covers a diversified audience with a population of about 12 million people who consist of entrepreneurs of different businesses, agriculturists, pastoralists, government entities and non government organizations.

Mission.

To address the information needs of the local community, stimulating awareness and participation in public issues, and promoting democratization, good governance, agricultural modernization, quality health and sanitation, education and business.

Vision

To be the leading and the most preferred local radio station in our area of coverage providing transformational broadcasting.

Target Audience.

Our target audience is diversified with the bigger bracket of the population ranging from 15-45 years old. However, our programming dynamics generate a broad spill-over by both age and gender, ranging between young adults and across all economic classes.

Content

We broadcast in numerous languages including Luganda, Runyakitara, Lunyarwanda and English. This gives us the ability to reach everybody in our area of coverage. With our cardinal role of entertaining, informing and educating, our packages emphasize community empowerment, politics, health, inspiration, and culture presented through news, talk-shows, skits, program features, presenter breaks and promotions.

Our Values

Professionalism: We cherish professionalism, integrity and adhering to acceptable corporate values.

Customer centric: Our customer (listener) is 'King'; We value fast response to our customers concerns, and we strive to carry out research to keep with the pulse of our listener.

Corporate responsibility: We go an extra mile, giving our listener more than is expected through exciting and well cut-out promotions

Contact us

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