

98.1  MHz

DOWA FM

Community Radio Station

Box 11, Mponela, Dowa

PHONE NUMBERS

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PROFILE



"Bringing Hope To The Community"

1.0 BACKGROUND

Dowa Community Radio is a community-based radio station established in 2020 to be used as a tool of communication in Dowa district and surrounding areas to facilitate issues of Education, gender-based violence, culture, child trafficking, Agriculture, Climate change and environment, transparency and accountability, sports, community self-reliance, and many more.

The station had to endure years of wait and anticipation for the government to consider new applicants for a four years community sound broadcasting license. Finally, the call was made after the Malawi Communications Regulatory Authority (MACRA) identified Dowa District as a nodal point due to none existence of development in the area or the lack there of.

A special provision was made for stations falling under nodal points to apply for four-year community sound broadcasting licenses, Dowa Community Radio applied and was issued with a geographical license in 2020.

An internal analysis of the radio station was conducted, by means of a strategic plan session, to assess the internal and external environment of the community. The exercise was to find out the community challenges and successes, challenges that need intervention through media and successes that we need to build on to ensure a developed community.

There are several meetings that staff members have been undertaking in different sections namely; Administration, Management, Financial, Programming, Marketing, Journalism and many more to make the dream a reality.



2.0. OVERVIEW OF THE RADIO STATION

2.1. MISSION

To provide quality and sustainable broadcasting services through the main content of educating, entertaining and informing.

2.2. VISION

To operate as an effective, sustainable and reliable, and a community owned radio station that will champion development within and around its footprint as it strives for visible and measurable community support and ensure that programming content reflects community demographics, needs and priorities.

The vision of the radio station is protected within its principles, aims and objectives which shall focus on:

- Having its primary focus on community development, particularly gender-based violence, Education, Health, Child trafficking, transparency and accountability in councils and promoting community self-reliance in its radio programming.
- All social ills such as problems of social education, unemployment, poverty, lack of entertainment and abuse of human rights in communities within its broadcasting footprint.
- Applying affirmative action policies to redress the historic imbalances.
- Broadcasting any material that promotes hatred, discrimination against an individual or a group on basis of race, sex, age mental or physical ability or sexual orientation in order to discourage this behaviour.
- To strive to be self-reliant to ensure that funders' and commercials' interest does not overlook its community responsibilities.
- Airing material in a comprehensive, balanced, articulate context, actively promoting local content and development.
- being non-political or pro any religious group in nature and abstain its involvement from any individual or party whom it believes promote hatred, discrimination against an individual or a group or class of individuals on the basis of race, religion, nationality or ethnic origin, hue or color, sex, age, mental or physical abilities or sexual orientation.
- Practicing equal treatment to all people within and outside its broadcasting footprint in terms of participation in programmes; however, the programming department reserves the editorial rights.

2.3. DOWA FM MOTTO

Motto of the radio station is and shall be *“Bringing hope to the community”*

2.4. CORE VALUES

Our core values are freedom of expression, professionalism, transparency and accountability in our society and social justice.

2.5. COVERAGE

We have already defined audience of about over 1 million within and around Dowa. We cover Dowa district on 98.1MHz and the surrounding districts like Salima, Mchinji, Kasungu, Nkhotakota, Lilongwe, and Ntchisi. We are also streaming live on internet.

2.6. WHO DO WE SERVE?

The general public from both urban and rural areas.

2.7. LOCATION

Mponela, Dowa, Lilongwe just 60 Kilometers from Lilongwe, Malawi.

3.0. THE STATION LANGUAGE POLICY

The station will broadcast content using these two languages:

- Chichewa and English

4.0. HOURS OF BROADCAST

The station broadcasts 24 hours every day.

5.0. PROGRAMMING FORMAT

The radio station has a programming format of 60% talk and 40% music in the daily broadcast. It shall broadcast all types of music content of 40% daily. Dowa Community Radio shall broadcast a total of 60 minutes of local news, 45 minutes of national news and 30 minutes of international news per day.

6.0. BANK DETAILS

Banking Institution : FDH Bank
Bank Account name : Dowa Community Radio
Account number : 1220000193848.
Branch : Ntchisi

7.0. CONTACT US

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8.0. DOWA FM ORGANISATION STRUCTURE

