

Capricorn FM launches in Limpopo

The people of Limpopo today, Monday, 26 November 2007, woke up to the fresh sounds of the region's first black commercial radio station. Six months after receiving its commercial broadcast license, Capricorn FM began broadcasting from its state-of-the-art studios in Bendor, Polokwane.



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Proudly Limpopo and proudly South African, the station will broadcast 70% in English and 30% vernacular, incorporating the three dominant ethnic groups in the province (tshiVenda, sePedi, xiTsonga). Capricorn FM will broadcast 24 hours throughout Limpopo with five transmitters that will cover these main towns and areas surrounding them:

Capricorn FM's CEO Simphiwe Mdlalose has led the team responsible for bringing the radio station to air. Representing MSG Afrika Media, he and business partner and former radio talk-show host, Given Mkhari, were part of a consortium that successfully competed against a number of contenders for the license to broadcast in Limpopo.

Contribute to province's development

According to Mdlalose, the launch brings to life the consortium's vision to contribute to the development of the province. "Limpopo is a fast-growing region with great potential. Capricorn FM aims to inspire listeners by reflecting Limpopo as a progressive, distinctive and diverse province," he says.

Commenting on the station's lineup, Mdlalose says that Capricorn FM has attracted the best of the best in the industry. "We have been able to attract personalities that have been on radio for a number of years with a mix of new and fresh talent that we are proud to be introducing to the commercial radio world," he says.

[Download the DJ lineup here.](#)

As a commercial radio station, the broadcasting format carries 70% music and 30% talk shows. The music will feature a variety of urban genres in R&B, soul, afro-pop, afro-soul, hip-hop, kwaito, house and also cater for jazz and gospel lovers and what Capricorn FM describes as urban jazz and urban gospel.

Launch dates

96.0 FM: Mokopane/Polokwane – launching 23 November 2007

98.0 FM: Hoedspruit – launching 7 December 2007

105.4 FM: Louis Trichardt – launching 7 December 2007

89.9 FM: Sibasa – launching 14 December 2007

97.6 FM: Tzaneen – launching 14 December 2007

For more information on Capricorn FM, go to www.capricornfm.co.za.

For more, visit: <https://www.bizcommunity.com>