



MESSAGE FROM STATION MANAGER

Info on MedFm. Helene van Niekerk Cell: 0842267954

MedFM - A HEALTH COMMUNITY RADIO STATION FOR BLOEMFONTEIN

MedFM is an exiting new concept radio station which broadcast health and health related matters to the listeners in a modern presentable way. This is a purely new concept with huge potential to contribute to the improvement of health and lifestyles of the target population. The station runs as a non profit organisation. (Article 21 company).

The Mission of this station is:

“Your healthy alternative for BLOEMFONTEIN Community involvement and participation are at the heart of this community radio station, promoting wellness and a healthy lifestyle on all levels of the area it serves.”

Orson Wells said *“radio is theatre of the mind”*

‘Radio is powerful and became a part of our lifestyle.’

Live life with MedFm!!!

The aim of MedFM is to serve the broader Mangaung as well as 100 km radius, rural community, informing, education and entertaining them, as well as allowing for active participation of the listeners in the radio station. This with the *main focus on health and health related content* forming a holistic wellness station.

MedFM 1 PROMOTES COMMUNITY DEVELOPMENT BY

- Providing a forum for discussion of local health issues so that it will lead to the solution to problems.
- Encouraging creativity as a way of promoting a healthier lifestyle and development of community forums to address health issues and the funding thereof.
- Supporting the education and health of the community.
- Featuring a majority of local and South African music.
- Encouraging active community participation in running the station.
- “We have no other agenda: we report accurately; we are fair and balanced; we tell the truth to the best of our ability.”

ACTIVITIES THAT FLOW FROM THIS MISSION AND ITS MORE DETAILED GOALS ARE

- Including community residents in developing and understanding all health issues and how to lead a healthier lifestyle.
- Our commitment to information and public affairs will lead to the setting up and funding of a number of field workers, staff and mobile clinics that are trained in the principles of health care.
- Commitment to supporting the health of the community will guide our decisions about what kind advertising we accept. For example, MedFM will not allow the advertising of cigarettes on the station, and promote the responsible use of all substances.

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Me Helene van Niekerk

STATION MANAGER

