

CLOUDS MEDIA GROUP



Clouds Fm The Station Profile.

Mission Statement.

- To become the leading Radio Station in Tanzania.

Who Are We?

- We are among the first fm radio station in the United Republic Of Tanzania.
- We are the first radio station in Tanzania to cater for full entertainment approach accompanied with interactive presentation styles that brings all Tanzanians together glued to one station.
- We are listened to in all major Towns in Tanzania.
- **Our Frequencies are as follows:**

Dar es salaam: **88.4 Fm** , Arusha: **81.7 Fm**,

Mwanza: **88.1 Fm** , Dodoma: **104 Fm** , Mbeya: **105.3 Fm**

WHERE CAN YOU FIND US?

- We broadcast from the heart of the capital city of Tanzania which is – **Dar es salaam** on the below mentioned contacts.
- **Physical address is :-**
National Investment Corporation House
7th Floor - Head office & Studios.
5th Floor - Sales & Marketing Depts.)

Where Do We Cover ?

- **Dar es salaam City** : Currently we cover a radius of more than 60 km which extends to Morogoro, Zanzibar, Pemba, Unguja, and Bagamoyo.
- With our future relocation of our transmitter to Kisarawe, we shall be hitting other Dar es salaam suburb Towns.
- **Arusha Town** : In this town we cover up to Moshi, Babati, and down to Marangu area.
- **Mwanza Town** : We cover the entire Mwanza town and all the surrounding part of the lake region.
- **Dodoma Town** : We are in Dodoma town big time and extend our reach to all the all suburb areas.
- **Mbeya Town** : We are all over Mbeya town and other southern suburbs,

How Do we Sound?

- **We are a young and energetic station with an urban out look in our styles, both in presentation, programming, music entertainment and even program production.**
- **We play diverse Tanzania local music mix which is un surpassed in by any other station in the United Republic of Tanzania.**
- **Our kind of music is from the main stream Hip Hop, R&B, Rock,, Taarab, Soul, African beat from various west African countries.**
- **In our station play list, we also incorporate other African and international art forms like, - Kwaito, Soul, Dance, Pop, Reggae, Ragga and a lot of the East African endeavors to keep the listeners at the fore front of any emerging trend in the music fashion.**

What Language Do We Speak?

- We are a bi lingual radio station.
- 95% of our shows are done in the Kiswahili language and 5% in English.
- We have other shows and segments where we have independent presentation and production from with in and outside the program.
- Our news broadcasts are in Kiswahili except for the English business news that comes at 5pm.

Who Do we speak To?

- **Clouds Fm appeals to wider cross section of both the urban and the rural residents of all major town that we transmits.**
- **The program formats are designed through a lot of creativity and research that is based on the every day social, economic, political activities and general life style of all Tanzania.**
- **The age group that we progressively appeal to is between 15 years to 55 years.**

Why Do They listen to Us?

- Every show presentation is in Kiswahili and Only two are done in English – Traffic jam daily and So, So, Fresh on Saturday.
- Latest music on the chart plus entertainment news and information.
- Brain games, Trivia's, Humors, Promotional give away, presentation styles and program contents. etc.
- The Best Mix of Music with accompanied information – Latest and old.
- We also have latest news broadcasts which are as follows:
 - Political news at the top of the hour.
 - Business News at 5 pm.

Who Do We Speak To ?

- At Clouds fm, we do speak to a wide section of urban Tanzanian in Dar es salaam, Mwanza, Arusha, Dodoma and Mbeya region.
- All our program formats are designed to cater for progressive Tanzanians who are aged between 15 years to 55 years.
- We speak languages that are understood by all Tanzania of different social backgrounds and age groups – **This language is Kiswahili.**

Why should You Advertise On Clouds Fm ?

- Clouds fm is an intrusive radio.
- Clouds fm is very much affordable.
- Clouds fm is flexible and more creative.
- Clouds fm will always give you back the value for your spend.
- Clouds fm has the last word for your client target.
- Clouds fm being the people station, is a listeners, a mobilizer, communicator, an Informer, an entertainer, an educator and bridge to so many issues.
- Finally Clouds fm is personal and it works!

Programs & Synopsis.

*Please see the attached
document.*



- **For more information and Contacts:**

Managing Director : Tel - +255 748 700 488

Director Research & Dev : Tel - +255 748 504 282

General Manager : Tel - +255 748 840 201

Head Of Sales : Tel – +255 741 665 959

Program Manager : Tel - +255 744 981 900

Head of Production : - +255 748 279 279.

Sales & Marketing Dept : Tel – +255 22 2123 919

News Dept : Tel - +255 22 2123 919