



P.O BOX 358, Gulu Plot 11/13 Independence House, Olya Road,

## **MEGA FM PROFILE**

### **BACKGROUND**

In the northern district of Gulu, at the spot where the Union Jack was lowered at Independence 58 years ago, now stands a vibrant radio station -102 *Mega* FM. A monument has been erected at the site in memory of the event, to capture its historical significance.

“*Mega*” - Luo for “*mine*”- became operational in October 2002 and is bubbling on the frequency 102.1 and 103.1 FM, Mega FM. It is an editorially and financially independent community radio station and cuts an impressive rating of being the leading radio station in Northern Uganda.

Set up with 100% funding from the British government through its agency, Department for International Development (DFID), the day-to-day running costs are entirely met by revenue generated by the station.

The radio was established to bridge the information and communication gap with the view of enhancing the peace process and spur development in the region.

### **LOCATION**

Independence House, Plot 11/13, Olya Road Gulu City. Liaison Office, Nile Avenue Broadcast House, Kampala. Plot 27-29,

### **COVERAGE**

We are transmitting on two transmitters of 2kw and 4kw. One at the station in Gulu City on 102.1 FM and a relay one at Moro hill about 40 km transmitting on 103.1 FM. These make it possible for us to broadcast about 200 km around Gulu City covering the districts of Gulu, Kitgum, Pader, Agago, Amuru, Nwoya, Lamwo, Omoro, Lira, Apac, Oyam, Alebtong, Amolatar, Otuke, Kole, Dokolo, Irute, Nebbi, Zombo, Adjumani, Moyo, Kiryandongo, parts of Masindi district and southern Sudan.

### **VISION**

To always be the number one station in Northern Uganda

### **MISSION**

Committed to providing the Luo communities particularly those in northern Uganda access to relevant and timely accurate information aimed at increasing opportunities for engagement in peace building and development.

## **PROGRAMMING**

The station is informative, educative and entertaining with a lot of focus on the Luo speaking communities affected by the 19 year old insurgency in northern Uganda”

80% of the radio programs are in Luo, a language widely spoken by about 90% of the people. English, Kiswahili and Madi languages constitute 20% of the programmes.

As a result, focused and quality programming, coupled with a wide coverage of region, Mega FM has been able to maintain a leading position as the most listened to and favorite radio station in Northern Uganda.

Mega FM listeners are treated with up-to-date and accurate information, well packaged and interesting features and music (including local music) from the 1950’s to date”

## **NEWS**

Our news covers hourly up-to-date of local, regional, national and international news. The station is unbiased in its news coverage and is perceived as a credible source of information on peace and reconciliation, development and current affairs.

## **OWNERSHIP/ADMINISTRATION**

Although owned by government, Mega FM ownership is more community based. The station is run with the assistance of a UBC Board appointed by government.

### **Mega Fm**

Plot 11/13, Independence House, Olya Road

P.O. Box 358, Gulu – Uganda

### **Commercial/Liaison Office**

Plot 17-19, Nile Avenue Broadcast House, Kampala

Website: [www.megafm.co.ug](http://www.megafm.co.ug)

### **Management**