

M Power FM now on air

M-Power FM, the new commercial radio station for Mpumalanga, took to the airwaves earlier this week. The station has been in the making since 2005 after the Independent Communications Authority of South Africa (ICASA) gazetted an invitation for businesses and individuals to apply for a commercial radio licence in the province.

The radio station, purpose built for the province, is owned by majority owned by local business consortium Mbombela JV with a 48% stake. The other two shareholders are Direng Investment Holdings, 27.1%, and operational shareholders African Media Entertainment Limited (AME), 24.9%. AME, which also owns Algoa FM in the Eastern Cape and OFM in the Free State, has been working on the project since April 2005.

The Power Breakfast team of Mio, Queenie and Sam got the station off to a flying start at 6am on Monday, 3 December 2007. In his opening link, Mio Khondleka said, "...This is a dawn of a brand new era, a definitive choice, the choice of Mpumalanga!"

The first song played just after 6am was "A new day has come" by Celine Dion. M-Power FM will follow an adult contemporary playlist with the best mix of music from the seventies through to the latest in great new music.

Speaking to M-Power FM news, Mpumalanga premier Thabang Makwetla said he welcomed this new baby into the province and that the Mpumalanga Government looked forward to forming close relations with M-Power FM to assist in communicating with the people of the province.

M-Power FM is broadcast live 24 hours a day and can be heard on the following frequencies:

“ Nelspruit: 94.3FM Pilgrim's Rest 89.7

Barberton 94.3

Witbank 106.4

Middelburg 106.4

Dullstroom 101.6

White River 94.3

Komatipoort 94.3

Sabie 89.7

Secunda 105.8

Bethal 105.8

Piet Retief 89.0

Carolina 94.8

Malelane 94.3

Chrissiesmeer 94.8
Davel 105.8
Standerton 105.8
Ermelo 105.8
Graskop 89.7
Lydenburg 89.7 ”

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