



VUT *fm* 96.9

VUTFM Profile





VUT **fm**
96.9



VUT FM 96.9 is the licensed community radio station of the Vaal University of Technology (VUT), broadcasting from Vanderbijlpark and serving the university and the broader Vaal community.

Established in 1998 as an engineering student project, the station has grown into a recognised campus and community broadcaster with a distinctive youth, education and community-development focus.

Operating on 96.9 FM, VUT FM connects the university with students, prospective students, young people, businesses, public institutions and communities across the Vaal region. Its programming combines news, current affairs, education, music, lifestyle, sport and community content, with broadcasts in English, Afrikaans, Sesotho and isiZulu.

More than a radio station, VUT FM is a developmental and experiential-learning platform. It provides students and aspiring media professionals with practical exposure to broadcasting, journalism, production and related media disciplines through Work-Integrated Learning (WIL), internships, volunteer opportunities, presenter development and community reporting initiatives.

Through its on-air, digital and community platforms, VUT FM informs, educates and entertains while creating space for local voices, promoting university initiatives and facilitating conversations that matter. It is where campus and community meet ;

**connecting knowledge,
opportunity, culture and
conversation.**





Vision

Our vision is to become the leading voice in community radio, deeply connected with both the Vaal University of Technology and its surrounding community. We strive

to be the first choice for local news, a platform for diverse voices, and a promoter of local talent and university efforts. We envision a future where our broadcasts not only entertain but also inspire, educate, and empower our listeners, becoming an integral part of their daily lives and contributing to the community's development and unity. We aim to go beyond the traditional role of a radio station to become a vital community and university partner.

Mission

VUT FM 96.9's mission is to bridge the gap between Vaal University of Technology and the wider community through delivering high-quality, diverse, and locally relevant programming that informs, educates, and entertains. Our mission goes beyond just broadcasting; we aim to empower our listeners with essential knowledge and insights, promoting a deeper understanding of cultural diversity, educational opportunities, and community issues. As the cornerstone for local voices and a promoter of university initiatives, VUT FM is dedicated to making a meaningful impact and inspiring change in our community.

Our Broadcasting Commitment

VUT FM is committed to locally relevant, inclusive and multilingual broadcasting that reflects the diversity of the Vaal. The station creates space for community voices, promotes South African music and indigenous languages, supports learning and literacy, and encourages informed participation in issues affecting everyday life.





From the morning commute to late-night conversation, VUT FM offers a varied line-up combining information, education, current affairs, business, sport, lifestyle, music and entertainment.

TIME	PROGRAMME	FOCUS
06:00 - 09:00	The Morning Fix	News, traffic, sport and student affairs.
09:00 - 12:00	Rhythm Sensation	Magazine-style talk and music.
12:00 - 15:00	Midday Snack / Labour Corner	Community, labour and lifestyle content.
15:00 - 18:00	Drive Time Experience	Drive-time news and entertainment; includes The Sports Agenda on Fridays, 17:00 - 18:00.
18:00 - 20:00	Centre Stage	Current affairs and community issues.
20:00 - 21:00	Business Connection	Business and entrepreneurship.
21:00 - 00:00	The Love Joint	Relationship content and R&B music.

Weekend highlights include Saturday Touch, Weekend Horizon, Saturday Culture, Dance Culture, Hip-Hop Nights, The Playground, Devine Connection, Sunday Bliss, Sunday Culture, Essential Connection and Weekend Wrap Up.

Additional content platforms include the Book Review Feature, Chapters & Conversations and career-development programming.



VUT FM speaks to a young, diverse and connected audience rooted in the Vaal region. Its primary target market is youth and young adults aged 16 - 35,

including VUT students, recent graduates, high-school learners and young professionals. The wider audience also includes entrepreneurs, workers, families, businesses and community stakeholders.

A Vaal-Focused Footprint

The station serves the greater Vaal region, with a strong focus on Sedibeng and communities in and around Vanderbijlpark, Vereeniging and Sebokeng. Its audience is multicultural and multilingual, reflecting the character of the communities it serves.

Content That Reflects Our Listeners

Programming spans education, business and entrepreneurship, careers, lifestyle, health, entertainment, sport, current affairs and community issues. VUT FM uses accessible, conversation-led radio and multilingual content to make information relevant to listeners with varied interests and backgrounds.

On Air and Online

VUT FM extends its reach beyond terrestrial radio through its website, live and on-demand audio, digital news and social platforms. Facebook, Instagram, TikTok, and WhatsApp support content discovery, audience interaction and campaign engagement. The station uses BRC audience data together with digital and social-media analytics to inform content and engagement decisions.

A 2023 - 2024 listener perception study drew 1,128 completed responses from VUT students and members of the broader community. The findings reported strong satisfaction with programming, educational content, music selection and the station's multilingual approach, as well as strong listener loyalty.



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From on-air campaigns and digital storytelling to live activations, VUT FM creates opportunities for brands and organisations to engage meaningfully with our audience.

ON-AIR

-  Radio advertising
-  Presenter mentions
-  Interviews and features
-  Sponsored programmes
-  Programme sponsorship and naming rights
-  Competitions and promotions
-  Branded content

DIGITAL

-  Social media campaigns
-  Digital campaigns
-  Branded digital content
-  Cross-platform campaign integration

ON THE GROUND

-  Outside broadcasts
-  Event coverage
-  Campus activations
-  Community activations
-  Roadshows and product launches

PRODUCTION

-  Studio production
-  Voice-overs
-  Audio content production

Campaigns can be tailored to specific communication objectives and may combine radio, digital and activation elements. Advertising, sponsorship and promotional opportunities are supported by the station's dedicated media rate card.



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Why Partner *With* VUT FM?



» Access a Young Market

Connect with students, young people, young professionals and an influential 16 - 35 audience.



» Go Beyond Radio

Combine terrestrial broadcasting with digital content, social media, events and on-the-ground activations.



» Connect With the VUT Community

Access a university environment encompassing students, staff, alumni, academic communities and institutional stakeholders.



» Build Meaningful Engagement

Create campaigns that do more than advertise by informing, educating, entertaining and engaging communities.



» Partner With Purpose

Align with a developmental radio platform committed to skills development, youth empowerment, multilingualism and community engagement.

VUT FM's institutional connection to Vaal University of Technology, its local focus and its role as a training and talent-development platform give partners an opportunity to combine audience reach with credible community engagement.





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#Our
Team



Behind every broadcast is a multidisciplinary team responsible for turning ideas, information and conversations into content that connects with listeners. Led by the Station Manager and supported by the management team, VUT FM brings together broadcasting, editorial, production, digital and technical expertise, while continuing to create practical learning opportunities for emerging media professionals.



The team includes:

- Station Manager
- Management team

- Presenters
- Producers
- News team

- Social Media team
- Technical team
- WIL students

The station's organogram illustrates the governance, management and operational structure supporting its broadcasting, content, commercial and developmental functions.

PARTNER WITH VUT FM 96.9

Connect your brand to a young, dynamic and engaged audience.

Whether you want to advertise, sponsor a programme, reach students and young professionals, activate your brand on campus, or partner with us on a community initiative, VUT FM 96.9 offers creative opportunities to connect, engage and make an impact.



ADVERTISE



SPONSOR



COLLABORATE



ACTIVATE



VUT FM 96.9

Informing Minds



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Email Busi: busiwen@vut.ac.za



Sales Email: vutfmsales@vut.ac.za



Website: <https://vutfm.vut.ac.za/>



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LISTEN LIVE



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