

RADIO ORANJE



7117 BLOEMFONTEIN 9300



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Uitsaaibroadcast

11 June 1987

Mr Gerry L Dexter
RR4 Box 110
LAKE GENEVA, WI 53147
USA

Dear mr Dexter

I acknowledge receipt of your reception report dated the 25th of May 1987.

Radio Oranje is one of 22 radio stations broadcasting under the banner of the South African Broadcasting Corporation. Our reception area covers the Orange Free State, Northern Cape and Western Transvaal which basically forms the central interior of South Africa. Incidentally, "Oranje" is the Afrikaans translation for "Orange".

We commenced broadcasting on the 1st of January 1986 as a bilingual service (Afrikaans and English), primarily on a FM Network consisting of 21 3kW transmitters. To accommodate the very remote and sparsely populated Northern Western Cape, we also use a 100kW shortwave transmitter located South East of Johannesburg. The antenna consists of a long periodic 10dB gain array, directional at 290° with a take off angle of 45°. Our operation frequencies are 3215 KHz (night time) and 6105 KHz (day time).

We start broadcasting at 05H00 daily and the station closes at 21H30. Our potential audience is approximately 650 000 of which 31% currently listen to Radio Oranje.

Our most important programmes during the week are:-

1. The Get-Up-And-Go-Show (Breakfast Show with happy music, news, weather reports, competitions and comedy slots).
2. Oranje Round-About (Primarily aimed at female listeners but with the emphasis still on music.)

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3. Oranje Parade (The drive home show starting at 16H00. It contains music, news, actuality snippets from all over the world, sport and competitions.)
4. Oranje Gold. (Ever popular music of the past and the present).

We also have request programmes, two country music programmes a week, one hour of indigenous music etc.

As requested I enclose herewith a Radio Oranje sticker and a photograph taken minutes after one of our listeners, Gustav van As, second from left, won himself an overseas trip as the highlight of a special promotion between ourselves and South African Breweries. I am the person behind the microphone.

I trust that the information given in this letter will suffice and look forward to perhaps receiving a copy of your magazine if our station features in a future column.

Yours sincerely



CHRISTO OLIVIER
HEAD RADIO: O.F.S.
hz/





On the drive

Radio Oranje is alive