



Usemi Waka Sauti Yetu

REF FM 88.4



REF FM

Kakuma & Kalobeyei

is a community-based radio station in refugee settlement Kalobeyei, next to Kakuma refugee camp in the North-western part of Kenya. The station was founded by REF FM Foundation; with the aim to help inspire refugees and host communities to become active and self-reliant members of their communities. The station is run by and for refugees and host communities. The station has a representation of the youth in Kakuma and Kalobeyei, whose aim is to bring community development. We are based at Reception Centre, Kalobeyei Turkana west Sub-County - 15km from Kakuma Town.



OUR FOCUS

We aim to give all refugees a voice and a sense of community (in a camp society of over 20 different nationalities) and inspire the communities to engage in issues that matter to them, be it education, information needs, and awareness. REF FM KK has around ten crew members learning how to run a radio station. The Communication Authority of Kenya facilitates REF FM KK. It was initiated and supported by REF FM Foundation, initially supervised by AAHI, and is now supervised by FilmAid Kenya with support from UNHCR and other Donors and wellwishers.

In various aspects, REF FM is dedicated to defending the values of freedom, democracy, cultural diversity and respect for human rights in consideration of the spirit of the people of Kakuma and Kalobeyei; We cover a radius of 15km within Kakuma, Kalobeyei and its environs.



SOCIAL OBJECTIVES

REF FM focuses on issues that bear directly with the refugee and host communities in Kakuma and Kalobeyei and create a sense of identity and cohesion through its various programs. With a significant representation from diverse communities and generations in its staff, this helps to build and sustain individual communities' sense of identity and integration.

All of its policies, programming and operations are based on its social gain objectives, as originally laid out in its mission of giving priority to the marginalized members of the society and propagating developmental goals.

The radio intends to put its tools of communication into the hands of the youth, who will develop, run and manage most of the programs to be aired by the radio, in acknowledgement of the growing number, needs and importance of the young people for the stability and future development of the community.

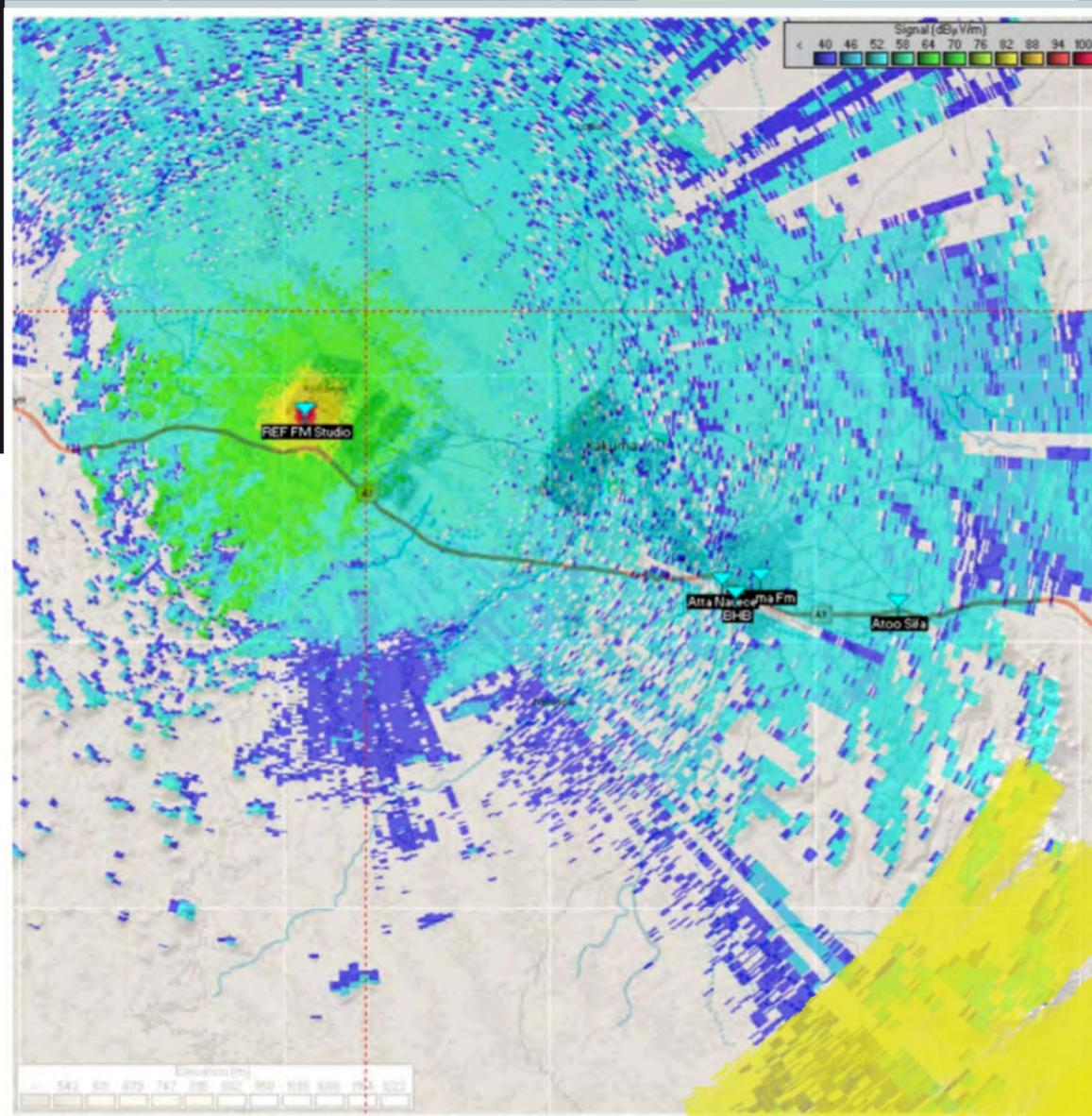
Another objective of the radio station is to support community development and empowerment through offering training to new and existing volunteers, developing their skills and abilities and enabling them to broadcast, thus disseminate, to their communities.

Moreover, the project will provide local opportunities for career and personal development and build the confidence of individuals, encouraging them to take a more active role in community life generally. REF FM works in partnership with other CBOs, local and international NGOs, CSOs and mass media to better achieve shared aims.

Target Audience

REF FM is the leading radio station in Kakuma and Kalobeyei Settlements for the refugee and host communities.

The station offers an impetus for local community members to capacity build each other and address practical areas of concern to them, such as environment, water, sanitation, security, governance, healing/reconciliation, integration and gender-based issues.



Studio REF FM

OUR CORE TARGET IS OF AGE GROUP 10-35, AND OUR SECONDARY TARGET IS 30-45, BOTH OF WHICH WE DOMINATE.

Mike Ekatelal

Demographics: Kakuma 4

Psychographics:

Mike Ekatelal: Male; 28 years lives in Kakuma 4

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I love REF FM because it give us information relating to our businesses, we are able to get to know the prices and some skills of business //

Anyu John

Anyu John: 33 years female living in Kalobeyei village 2 Married and has a family of 3 kids

She attends to domestic chores in the morning while listening to the radio - her favourite shows are Sauti ya Mtaa and Hustle Mtaani.

//

I love the entertainment from those Shows, the music specially from our local artists and traditional music, it reminds us of our culture and belonging. //



POPULATION

With an estimated population of over 600,000 people in Kakuma and Kalobeyei Settlement, and other targeted groups,, including institutions and grass-root organizations and interest groups, The community radio broadcasts information that is about real life, society and its problems and spares listeners the agony of having politics shoved down their throats – TV does it, newspapers do it, other stations do it.



Station Unique Selling Point (USP).

Tailor-made advertising/communications campaigns: messaging journey we create tailor-made messages that fit within our radio audience frame of understanding - driving retention of the campaign
REF FM Kreative Division - we develop creative radio campaigns for our clients - from unique call-in interactive shows, production of ad spots, presenter mentions - all packaged within creative flair to drive higher awareness noting and call-to-action
We are not just a community radio station to them; we are A FAMILY.

With an estimated population of about 350,000 in Kakuma and

Kalobeyei and a listenership of approximately 200,000 a day, we operate 12 hrs a day with seven weekly and eight-weekend programs targeting various audiences.
REF FM brings together a visionary team of indefatigable presenters and production team that create fresh topical and relevant content from our music selection to interactive radio shows to inform, educate and entertain our listeners. It aspires to give voice to the voiceless, getting communities heard and recognized; it champions the rights of the voiceless.

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“ WE ARE NOT JUST A COMMUNITY RADIO STATION TO THEM; WE ARE A FAMILY. ”

REF 88.4 FM Radio Shows Program involves content broadcast programming scheduled with time format or prominence.
It will involve -

Magazine programs: cover interviews and other educational programs on matters of great concern to the society and the community TURKANA, KAKUMA & KALOBYEI at large.

Special on-air debates with studio guests and call-in sessions show that drive youth affairs, children matters and community development issues.

Feature programs: Involves matters of current affairs and significance to the target and originating communities.

Top-of-the-hour news beats and periodic comprehensive news coverage. You can get the latest live news and current affairs, business and sport from around Turkana, Kakuma & Kalobeyei, both local and international happenings.

OUR PROGRAMMING

MONDAY TO SUNDAY

REF FM PROGRAM

SCHEDULE

DAY OF THE WEEK	TIME EAT	PROGRAM NAME	LANGUAGE	TARGET AUDIENCE	FORMAT	CONTENT	NEWS SCHEDULE:
MONDAY-FRIDAY	6:00AM-10:00AM	GOOD MORNING KK	KISWAHILI	ADULTS (AGE 18 AND ABOVE)	TALK SHOW	Current Affairs	
	10:00AM-1:00PM	JASHO LANGU	KISWAHILI	ADULT WORKERS/HUSTLERS	TALK SHOW	Business and Entrepreneurship	7:00AM- HABARI ZA REF
	1:00PM-3:00PM	ANG'AJEP NG'I TURKAN	TURKANA	TURKANA SPEAKING ADULTS	TALK SHOW	Current Affairs and issues affecting Turkana County	8:00AM- MUKHTASARI WA HABARI
	3:00PM-6:00PM	MISALKHER	JUBA ARABIC	ADULT JUBA ARABIC SPEAKERS	TALK SHOW	Social issues with Kakuma and Kalobeyei	9:00AM- HABARI ZA REF
	6:00PM-9:00PM	GET INSPIRED	ENGLISH/KISWAHILI	YOUTHS (18-35 YEARS)	TALK SHOW	Inspirational show,also tackles issues affecting the youth i.e drug abuse,unemployment,etc	10:00AM- ENGLISH NEWS BRIEFS
	9:00PM-11:00PM	LATE NIGHT SHOW	KISWAHILI	ADULT KISWAHILI SPEAKERS	TALK SHOW	Family affairs and relationships	11:00AM- ENGLISH NEWS BRIEFS
SATURDAY	7:00AM-10:00AM	ELIMIKA NA REF	KISWAHILI	Children-18years and below	TALK SHOW	Educational show for children	12:00AM- ENGLISH NEWS BRIEFS
	10:00AM-1:00PM	KK COUNTDOWN	ENGLISH/KISWAHILI	Youth(18-35years)	TALK SHOW	Supporting Local Talent (Kakuma and Kalobeyei)	1:00PM- ENGLISH NEWS- FULL BULLETIN
	1:00PM-4:00PM	BETNA	JUBA ARABIC	Adult Juba Arabic Speakers	TALK SHOW	Family affairs,culture	2:00PM- MUKHTASARI WA HABARI
	4:00PM-7:00PM	SPORTS ARENA	ENGLISH	General Audience-Sports lovers	TALK SHOW/ LIVE REPORTS	Sports	3:00PM- MUKHTASARI WA HABARI
	7:00PM through the night	MUSIC					4:00PM- HABARI ZA REF
SUNDAY	6:00AM-10:00AM	GOSPEL MUSIC	MIXED LANGUANGES	CHRISTIANS	MUSIC	GENERAL TOPICS	7:00PM- ENGLISH NEWS- FULL BULLETIN
	10:00AM-1:00PM	PLAYLIST	MIXED LANGUANGES	GENERAL AUDIENCE	MUSIC	GENERAL TOPICS	8:00PM- ENGLISH NEWS BRIEFS
	1:00PM-3:00PM	RHUMBA	KISWAHILI	GENERAL AUDIENCE	TALK SHOW	GENERAL TOPICS	9:00PM- ENGLISH NEWS- FULL BULLETIN



OUR STORY OUR VOICE



OUR RATE CARD



ADVERTISEMENT/CSAS	0-5 SEC - KES	0-10 SEC - KES	0-30 SEC - KES	0-60 SEC - KES
County Government	● 500	● 700	● 1,000	● 1,500
NGOs	● 300	● 700	● 1,000	● 1,500
C.B.Os/Self-help	● 200	● 400	● 700	● 1,000
Business	● 300	● 500	● 1,000	● 2,000
Parastatal/National government	● 2,000	● 2,500	● 3,000	● 5,000
Individuals	● 300	● 500	● 1,000	● 1500
Schools	● 200	● 400	● 700	● 1500

Talk Show -Kes **30,000** per hour
 Rebroadcast Program-**20,000** per hour
 Presenter mentions Kes **1,500** per mention
 Sponsorship rates/ Program Kes **50,000** per week
 Time check Ksh **500** per mention/spot
 Production per commercial Kes **5,000**



THANK YOU

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FOR MORE INFORMATION, VISIT:
WWW.REF-FM88.4.COM