

PERSEVERANCE

IS A LADDER TO SUCCESS

Starting a radio station comes up as an easy task, were one only needs a microphone, an announcer and a collection of songs, but there's more to it than just music and a voice behind the mic.

Nkosinathi Mdunge had a dream to one day own his short-wave frequency modulator and always communicate with the rest of the country daily. EitaRadio was born following that dream.

Before 1994 South Africa had two independent radio stations namely Radio 702 and Capital Radio. With the deregulation of airwaves, the number of commercial and community radio stations increased significantly.

Broadcasting is regulated by the Independent Communications Authority of South Africa (ICASA), which issues broadcasting licenses, ensures universal services and access as well as monitors the industry and enforces compliance with rules, regulations, and policies. ICASA plans, controls and manages the frequency spectrum and protects consumers from unfair business practices.

"I want to change the lives of black people through my passion of owning a community radio station, that will serve the community".

Mdunge's dream started off as a kid whilst listening to IsiZulu commercial radio station Ukhozi FM, which dominates the country's airwaves. To realize his dream, he approached several companies for assistance and funding in starting his dream radio station.

"First of all, I had to source equipment and space to establish my station and I approached SmartXchange for assistance and incubation whilst pursuing my dream".

"They provided me with small studio equipment and working space in Durban central and the next big challenge was to find presenters to bring on board and finance to kick start the project" said Mdunge.

To bring the dream to fruition he had to apply to ICASA for frequency air space allocation as is the norm and had to find financial support to finance the entire project to bring music and information to the listeners at the snap of a finger.

"In November last year, I won the Township SMME of the year award which had a R100 000 prize money. This financial windfall helped breathe life into EitaRadio, as it allowed me to hire announcers, buy radio material, install internet connection as well mobile telecommunications line and purchase a motor vehicle for us to move around townships in the nearby towns and collect stories and news" concluded Mdunge.

Mdunge's job is to assist South Africans from different all walks of life, to get a better life through sharing opportunities with them as well informing them of any positive news happening around.

EitaRadio is now broadcasting from Durban and covers townships and all areas right up to Pinetown.

