

Radio Pulpit requests language mix change

Christian community radio station, Radio Pulpit, has applied to ICASA to change the language mix in the station's license.



It is proposing an increase of English and Afrikaans in its programme schedule, which will lead to a language mix of approximately a third of the programme schedule allocated to English, African languages and Afrikaans respectively.

Going for 30 years, Dr Roelf Petersen, MD of Radio Pulpit/Cape Pulpit believes the changes in the language mix will enable listeners to listen for longer in a language that they understand. Research has shown that listeners from all South African language groups switch to other stations when Radio Pulpit broadcasts in languages that only a small minority of listeners in its reception area can understand.

Listeners can email listen4longer@radiopulpit.co.za with comments or vote for it on the web at www.radiopulpit.co.za, 'like it' on Facebook or text 'NEW' to 37871. SMS cost R1.50 per SMS.

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