



Church of Central Africa Presbyterian Blantyre Synod Broadcasting Station Limited

"Proclaiming The Gospel of Our Lord Jesus Christ"

The Station Manager

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BLANTYRE SYNOD BROADCASTING STATION LTD PROFILE

BLANTYRE SYNOD RADIO

BLANTYRE SYNOD RADIO is a national media Broadcasting Station situated at the headquarters of the Church of Central Africa Presbyterian (CCAP) in Blantyre and is popularly known on air as Blantyre Synod Radio (BSR).

CCAP has a listenership exceeding 4 million comprising both adults and youths, of which most listen to BSR amongst other media houses.

As a national broadcasting religious house, covers the whole Malawi using main transmitter of 2Kw situated at Mpingwe Hills in Blantyre and transmitting frequencies of 91.10MHZ southern Region, 100.3MHZ Central Region, 88.6 MHZ Eastern Region and 103.5MHZ Northern Region.

According to MACRA's census of 2014, national listenership was at 15.4%.

Now that the radio station has transmitters in the Central and Northern region, listenership has tremendously increased as evidenced by phone calls received from all corners of the country and neighbouring countries.

Blantyre Synod Radio (BSR) is a registered Christian Media House that offers professional Christian based radio services program contents to people from all walks of life.

Blantyre Synod Radio was registered with the Government of Malawi in 2014 under registration number CERTIFICATE OF INCORPORATION NO 10479 duly done on 20th April 2010 and **Malawi Revenue Authority (MRA) TPIN 20128138.**

The organization has been in operation since 2014.

Blantyre Synod Radio (BSR)'s mission is to ***preach the Gospel of our Lord Jesus Christ for the salvation of mankind.***

This is achieved through biblical gender equality teachings, non-discriminations, and other oriented teaching on exemplary Christian Marriage Education, Entertainment, Agriculture and advocacy.

Blantyre Synod Radio Station envisions a generation of faithful disciples of Jesus Christ in healthy relationships for active and inclusive participatory in country governance.

As per Editorial policy, Blantyre Synod Radio is guided by the provisions of the regulatory body, Malawi Communications Regulatory Authority (MACRA) whose mandate as per provision is non partisan but leaning more towards educating, entertaining and informing Malawians on any relevant issues that would result into the creation of a better Malawi academically, socially, economically, politically, financially and religiously.

OUR MISSION STATEMENT

Our Vision is to proclaim the Gospel of our Lord Jesus Christ to save mankind.

This would lead to the creation of a generation of faithful disciples with gender equality balances, non-discriminating and respect to rule of law through the engagement of Jesus Christ teachings in healthy relationships.

OUR VISION STATEMENT

Our vision statement is to be a leading Christian Radio Station in Malawi.

BSR TARGET AUDIENCE

BSR's listenership is diverse. Being a Christian Radio station, the institution does not propagate denominational viewpoint on its programming.

Therefore the radio station attracts listenership from all faiths regardless of Creed or belief.

95% of its programs are done in Chichewa, the language that is mostly spoken in Malawi. The majority of listeners of the radio station live in rural communities.

BSR's programs are segmented to target different audiences, including the following:

- The youths
- Adults
- Women and children
- The marginalized communities
- Policy makers
- Farmers
- Statutory Corporation executives
- Entrepreneurs
- The Business Community
- Academics
- Ordinary Christians
- The Clergy

The Radio does not have recent census results from MACRA, apart from the ones that were released in 2014. However, the Radio Station's listenership has tremendously increased as evidenced by messages and phone calls from listeners across the countries, including those in Mozambique and Zambia. As such business enterprises that partner with BSR are guaranteed of a higher listenership that would result in an increase in the output of the products.

BLANTYRE SYNOD RADIO REACH

1. SOUTHERN REGION

- Blantyre
- Thyolo
- Mulanje
- Phalombe
- Chiradzulu
- Chikwawa
- Mwanza
- Neno
- Zomba
- Balaka
- Machinga
- Mangochi

2. CENTRAL REGION

- Lilongwe
- Mchinji
- Dedza
- Kasungu
- Ntchisi
- Ntcheu
- Dowa
- Nkhotakota
- Salima

3. NORTHERN REGION

- Mzuzu
- Rumphi
- NkhataBay
- Likoma
- Mzimba
- Nkhotakota North