



TAACH FM

Tugetab Kalenjin

WHO WE ARE

- Taach fm is a Kalenjin radio station, established in 2016, that targets the Kalenjin community sub-tribes namely: Kipsigis, Nandi, Keiyo, Tugen, and Marakwet. The name of the station was derived from the Kalenjin word TAACH which means “welcoming or Receive” and has united the Kalenjin people thus we pride ourselves as TUGETAB KALENJIN ,which translates to “the voice of Kalenjin”
- Taach FM recognizes the deep Kalenjin culture which is reflected in the daily programming. Programming schedule is simple and allows the audience to interact with the presenters giving them an opportunity to air their views. Taach Fm programs are educative, informative and with Trending Kalenjin Music very Entertaining
- Taach fm has a wide coverage and has strong signal in the entire North rift and South Rift regions of the rift valley

LISTERNERSHIP

- Majority of our listeners are ages 18 to 70 years living and working in various places in the rift region and online diaspora.
- Most of whom live in rural areas residing in thatched houses, few with permanent houses with no or little value for prestige. They believe in owning a dairy animal with focus mainly on cows and land for livelihood.
- In Kalenjin Culture men are said to be 'too possessive' of their property and believe that man is always superior
- Most of them are strict members of a mainstream church. Mainly A.G.C, A.I.C and catholic.
- They prioritize ownership of land, livestock, and culture with an income between 3000 and 50000

MESETAB TAACH (5am – 10am)

- This is the morning show that focuses mainly at current political affairs and issues affecting the community including devolution, regional developments. Among others
- The show is hosted by Timon Melly AKA Tinget Absoin

Properties

- ❖ Sutun komoloch from 5am to 6am, dealing with social issues and providing solutions
- ❖ Mwonee Kaseetisiek; Newspaper review from 6:30am to 7am



KASIT KASIT(10am- 2pm)

- it's a mid-morning program that targets young people as they go about their daily hustle while providing entertainment
- The shows encourages young people to love their jobs
- The show is hosted by Shillah shillah

Properties

- ✓ Kasit Kasit: we call or record people who have succeeded in small hustles.
 - this is to encourage our listeners that starting small can lead up to success and anything that puts food on the table and cater for our daily needs is important.



IMUNY AK TAACH(2pm – 4pm)



- This is an afternoon show that allows people to relax while or after lunch with the latest entertaining kalenjin music.
- The Show is Hosted By Josy Weritab Chumiot

PROPERTIES

Wrong numbers;The presenter pick any phone number and call.

- The main objective is to sensitizes listeners on fraudsters.

TAACH EXPRESS (4pm -6pm)



- it's an afternoon show that entertains listeners with kalenjin music
- The Show Has a segment of Ngany Siri where callers Call to talk about their Deepest Secrets
- The show is hosted by Vanzo Langat AKA *Chitab Muget*

PROPERTIES

- Ngany Siri; Audience gives advice to whoever brought the issue and give solution.

TAACH AK INETKEI (7pm – 9pm)

- This is an educative show on farming, health, current and political affairs and Education
- The show is Hosted by Ndugu Weldon Terer

PROPERTIES

- ❖ INETKEI; This programme educates audience on farming, health, education current and politics affairs.



NEE ATEBONI(10pm – 12am)

- This show focuses on counselling and providing the community guidance and directions on various issues like family, mental health etc
- The show is Hosted by Webster Korir

PROPERTIES;

- ❖ **Atebet;**The presenter does a research on a social issue, poses it to the audience for reaction and solution.



TAACH SHALOM

This is a gospel show for those worshipping on Saturday. Sabato means Sabbath.

We engage Pastor on teachings on family and social issues basing On Biblical teaching.

This is because majority of Kalenjin are religious people who belong to diverse Christian denominations.

PROPERTIES

- ✓ Shalom; We have to be kind towards one another as Christ is example.
- ✓ Teaching from Pastor Geoffrey and Brother

TAACH AK INETKEI (7pm – 9pm)

- This is an educative show on farming, health, current and political affairs and Education
- The show is Hosted by Ndugu Weldon Terer

PROPERTIES

- ❖ TAACH AK INETKEI; This programme educates audience on farming, health, education current and politics affairs.



PANGANGA(12am – 5am)



- this is a late night show that discusses on relationship and marriage issues`
- The show is Hosted by ***Susana Nebo Mongetko***

PROPERTIES

Panganga; Mostly focus on family and sexual relationship matters.



TAACH FM

WEEKENDS

CHULET(Saturday 5am – 9am)



- This is an educative show on farming, health, current and political affairs and Education

PROPERTIES

- Chulet ; Listeners call out their leaders on their failures on development

LAGOKAB TAACH FM (Saturday 9-20am – 10 am)

- This is a show that targets children. The children get a chance to interacting with presenters while being time to share their thoughts and poems

PROPERTIES

- ✓ Poems and songs from kids
- ✓ Biblical Verses



SPORTS(Saturday 2pm – 4pm)



- this shows focuses mainly both local and international sports

Properties

- Discussion of results from Epl, Laliga and other football leagues
- Athletics
- Results from community leagues

SHALOM EXTRA(Saturday 7pm – 9pm)

- The show focuses on counselling the public on social and cultural values
- This show is mostly for SDA and Sabbath Music playing for entertainment
- The show allows interaction with Listeners
- The show is hosted by Weldon Terer

Properties

SDA and Sabbath Songs

WAIYAT EDITION(Saturday 10pm – 12 Midnight)

- This mostly an entertainment show with focus on old school Music Properties
- Zilizopendwa
- Old school music

TAACH KABERURET(Sunday 5am – 10am)

- This is a Religious programme where listeners interact with presenters while requesting a song
- The show also includes a pastor giving a sermon
- Taach bringing church service to those listeners wherever they are, especially for those who haven't gone to church
- Hosted by webstar korir.

PROPERTIES

- Biblical Verses
- Sermon and Prayers from Pastors

SPECIAL SUNDAY(10am – 2pm)

- This is a show that mainly discusses on Weekly trending topics and occurrences
- This show is hosted by Vanzo Langat

Properties

- Trending Topics

MISA MIX(Sunday 2pm – 6pm)

- This is an after church service with sermon from a Catholic Father and key focus on Catholic music
- The show is hosted by Susana Nebo Mongetko

Properties

- Sermon from Catholic priest

TAACH KABERURET EXTRA(Sunday 7pm – 12am)

This show involves listeners talking about their church sermons and educating others on their lessons

This also help listeners encourage each other on their Christian values and role of Jesus Christ on Day to Day lives

This Show is Hosted by Weldon Terer

Properties

- Sermon from Pastor
- Hymns songs
- Reading Biblical verses

WHY USE OUR RADIO

- We have a wide coverage and command in the Kalenjin community(North and South Rift Region)
- We have a unique connection through live call ins, SMS, facebook, shabik day, church visit, CSR, agricultural shows, sporting events & cultural events.
- We have an ability to deliver brand experience to listeners through our creative way of delivery, production values for all brands.