
COMPANY PROFILE



ABOUT US

PanAfrica Connect (PAC) Radio is a Ghanaian online radio station located in South Africa.

It offers it's listenership and audience with comprehensive up-to-date news, politics, entertainment and other issues affecting the African continent.



COMPANY OVERVIEW

Mission Statement

PanAfrica Connect (PAC) Radio's mission is to bridge cultural divides, foster unity, and celebrate African diversity through entertainment, engagement through informative content and social issues, as well as connecting Africans globally.

Vision

Unity, harmony and cultural exchange between Africans in Africa and Worldwide

Core Values

Unity: Promoting African solidarity and collaboration

Diversity: Celebrate culture, linguistic, and national differences

Education: Sharing knowledge, history, and cultural heritage

Inclusivity: Provide a platform for underrepresented voices.

Entertainment: Showcase African music, arts, and creativity

Target Audience

1. Connect Africans to their roots.
2. Africans interested in Pan-African perspectives
3. Global citizens curious about African culture

Goals

1. Establish a strong online presence within the first year.
2. Reach 1 million listeners globally within two years.
3. Partner with 20 African organizations and media outlets within three years.
4. Launch a mentorship program for young African journalists and broadcasters.
5. Host annual PAC Awards celebrating African excellence.

PRODUCT OVERVIEW

Live radio

Audio on demand

Advertisement



KEY FEATURES

1. Multilingual programming (English, French, Portuguese, Swahili, Yoruba, etc.).
2. Interactive shows with listener engagement (calls, social media, and messaging apps).
3. Collaboration with African media outlets, organizations, and influencers.
4. Online platforms (website, mobile app, social media) for global accessibility.
5. Community outreach and events promotion.

CONTENT STRATEGY

1. **Music:** African genres (Afrobeats, Highlife, Juju, etc.) and international music with African influences.
2. **Talk Shows:** Discussions on politics, social issues, entrepreneurship, culture, and lifestyle.
3. **News:** Pan-African news, current events, and analysis.
4. **Documentaries:** Exploring African history, culture, and innovation.
5. **Interviews:** Conversations with African thought leaders, artists, and change-makers.
6. **Cultural Programs:** Language lessons, traditional storytelling, and cultural exchange

REVENUE STREAMS

1. Advertising (targeted online ads).
2. Sponsorships (African businesses and organizations).
3. Affiliate marketing (African products and services).
4. Donations and grants (supporting non-profit initiatives).
5. Premium content and subscription-based services.

TEAM STRUCTURE

1. Executive Director/Founder.
2. Program Director.
3. Content Creators (producers, hosts, journalists).
4. Marketing and Social Media Manager.
5. Technical Team (IT, web development).

THANK YOU

PanAfrica Connect Radio
16 Chestnut Street
Noordwyk – Midrand
Gauteng (SA)
+27 62 188 0536
