

This Election Season, Radio City's RJ Salil and RJ Archana Pledged to Drive Awareness with 'City Ka Manifesto' campaign

As an extension to the Kar Mumbaikar initiative, Radio City's City Ka Manifesto campaign aimed to influence a change in the political stance of Mumbai city

Mumbai, 29th April, 2019: At the onset of Lok Sabha elections 2019, Radio City, India's leading radio network, announced 'City ka Manifesto' campaign, the first ever janta's petition led by Radio City's RJs Salil & Archana for political parties to consider for the next 5 years. The five-week long activity which kick-started on 22nd March, 2019, aimed to understand the expectations of Mumbaikars from the government and bring it to the notice of the political parties to drive change in the city.

Radio City's 'City ka Manifesto', an extension of Kar Mumbaikar initiative, was spearheaded by Radio City's RJ Salil and RJ Archana on their popular breakfast show 'Kasa Kai Mumbai' broadcasted Monday to Saturday from 7:00 am to 11:00 am. As part of the campaign, RJs urged listeners to voice their expectations from the political parties, to bring about a positive change in the society. Radio City team visited major areas of each of the 10 constituencies of Mumbai, including Navi Mumbai, Thane etc. and compiled queries from every nook and corner, which were updated on Radio City's digital platform, www.radiocity.in. The collated manifesto was handed over to Mr. Ashish Shelar, BJP President, Mumbai and Mr. Milind Deora, Congress President, Mumbai for further consideration.

In tandem with the campaign, on 18th April, 2019, Radio City's RJ Salil, RJ Archana, RJ Palak and RJ Karan led the 'Awaz Uthao Button Dabao' rally in Mumbai, starting from Bandra Linking road to Juhu Chowpatty, to create awareness about the upcoming elections and urge listeners to exercise their right to vote. The initiative garnered immense support and appreciation from the Election Commission as well as Mumbai Police officials. Bollywood celebrities like Alia Bhatt, Armaan Malik, Varun Dhawan, Parineeti Chopra, etc. have extended their support for the campaign on-air and on social media.

Commenting on the activity, Radio City's RJ Salil and RJ Archana said, "Choosing the government is one of the most important decisions to make for any citizen, and it is only fair that the politicians understand what we expect them to do, once they are elected to power. With Radio City's 'City ka Manifesto' activity, we wanted to create a janta-led manifesto for the politicians to make it their agenda this time around. We are very excited and hopeful that this initiative will influence substantial change all over the city in the years to come."

An extension to Radio City's Kar Mumbaikar, through initiatives like 'City ka Manifesto', Radio City continues to leverage the immense power of radio to bridge the gap between the people and the government by driving political awareness amongst the citizens.

Radio City

Radio City, a part of Music Broadcast Limited (MBL) is a subsidiary of Jagran Prakashan Ltd. Radio City was the first FM radio broadcaster in India and brings with it over 17 years of expertise in the radio industry. Amongst the private radio stations, Radio City has consistently been the number one radio station in Bengaluru and Mumbai with 24.17% and 17.10% average listenership share respectively. (Source: RAM Data – Radio Audio Measurement, Markets: Mumbai and Bangalore TG: 12+ Day-part: Mon-Sun 12:00 AM-12:00 AM, Place: All; Period: from December 30, 2012 to January 21, 2017) and as on March 31, 2017, Radio City reached out to over 67 million listeners in 34 cities covered by AZ Research (Source: AZ Research Report).

Music Broadcast Limited currently has 39 stations, including 11 newly acquired stations in Phase III auctions. Radio City in its third phase expands to Kanpur Ajmer, Kota, Bikaner, Udaipur, Patiala, Patna, Jamshedpur, Nasik, Kolhapur and Madurai.

Radio City has spearheaded the evolution of FM radio programming by offering content that is unique and path-breaking. The network introduced humour and the concept of agony aunt on radio with Baber Sher and Love Guru respectively. It also initiated the Radio City Freedom Awards and provided a launch pad to budding singers with Radio City Super Singer, the first-of-its-kind radio talent show in India. Through its 'Rag Mein Daude Radio City' philosophy, the network has adopted a local approach that resonates with the listeners while inculcating a sense of city pride and infusing local culture and flavour on-air. The network provides terrestrial programming along with 52 other web-stations, through its digital interface, www.radiocity.in.

Radio City has been featured consistently in 'India's Best Companies to Work For' study conducted by Great Place to Work Institute. The network has repeatedly been called out as amongst the best in the media industry. In 2019, Radio City ranked 6th in 'Best Large Workplaces in Asia', according to the GPTW survey 2019. In 2018, the company was included in the list for the 7th time, according to the GPTW survey in 2018, Radio City ranks 8th amongst the 100 Best Companies to work for in the Media and Entertainment Industry as well as the best career management.