Beat: Music

MORE AND MORE PEOPLE LISTENING HIT RADIO PROGRAMS BY 100% CONFINED IN MOROCCO

THE MOST LISTENED MEDIA AT HOME IN

Paris, Rabat, 28.03.2020, 21:40 Time

USPA NEWS - HIT RADIO, the youngest Moroccan Radio, and most listened by the youth, reorganizes its antenna. HIT RADIO continues to mobilize and has completely changed its program schedule to inform citizens of the evolution of the pandemic and respond to the disruption of listening habits. Broadcast of news flashes continuously and in real time to share the latest news, but also denounce fake news and reminders of awareness and advice messages.

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MOMO AND HIS RADIO CONTAINMENT TEAM----------
Following the announcement of the state of health emergency, the entire Momo team is now confined to the radio in order to be able to provide live aerial at all times and keep citizens connected to the news and to each other. Ten times more interactions in this period of confinement, with the multiplication of calls handled by the switchboard every day from all over the Kingdom, weekdays and weekends. The ever larger audience at the meeting!
DIVERSITY OF SUBJECTS COVERED ON THE AIR----------
Momo and his team give the floor to pharmaceutical groups, doctors, launch an appeal to the Ministry of Health to set up generalized screening tests following the example of other European countries, initiate a united action to make available apartments for health staff, call for calm and containment, and put forward many solidarity initiatives on the part of individuals and businesses.
SETTING UP NEW MEETINGS----------
L´Contact, a daily meeting to maintain the link between listeners and their relatives in Morocco or elsewhere in the world. Moment of sharing on their new way of life impacted by containment and the fight against the pandemic. Or, Wach Nta F´dar, Momo several times a day randomly calls a number in Morocco to see if the person is well confined to their home. If the participant proves that he is at home, he wins a useful gift such as a smartphone, 1000 dhs of Internet connection or even groceries delivered to his home. And to meet the many listeners who are not yet asleep, an interactive musical meeting from midnight: Oughniya tnasik fi lokhra, hits on demand mixed live by Momo.
OUR EVERYDAY HEROES----------
On social networks, HIT RADIO publishes all the latest information in real time and shares with its community the daily life and the various activities of the team confined to the radio: Momo cooks live in the evening, the team plays on PS4“¦ follow the team every day on facebook, and Instagram. And congratulations to the front line teams, caregivers, public forces and volunteers! The entire HIT RADIO team remains committed and will continue to adapt its programs as the situation evolves. Source : Hit Radio

Article online:
https://www.uspa24.com/bericht-16717/more-and-more-people-listening-hit-radio-programs-by-100-confined-in-morocco.html

Editorial office and responsibility:
V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Jedi Foster P/O Rahma Sophia Rachdi

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