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OF
SOUTH AFRICA



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GENERAL NOTICE

NOTICE 351 OF 1997

INDEPENDENT BROADCASTING AUTHORITY

PRIVATE SOUND BROADCASTING LICENCES INVITATION TO APPLY

The Independent Broadcasting Authority, acting in terms of Section 41 (1), (2), (3) and Section 78(1) of the Independent Broadcasting Authority Act no 153 of 1993, hereby invites applications for a broadcasting licence to provide a sound broadcasting service in accordance with the particulars contained in the Schedules.




TAKE NOTICE THAT:

- 1 Applications, together with 25 certified copies thereof, will only be considered if lodged with the Authority in the manner specified hereunder not later than 14:00 on 15 May 1997 to provide the broadcasting service specified in Schedule 1.
- 2 All applications must be:
 - 2.1 accompanied by an application fee of R30 000;
 - 2.2 completed substantially in accordance with the information contained and the particulars requested in the form prescribed in Schedule 2 and
 - 2.3 lodged with Mr J van der Merwe, Head: Licensing Department, at Khasho House, 26 Baker Street, Rosebank, Johannesburg.

SCHEDULE 1	
CATEGORY OF LICENCE	
<i>PRIVATE SOUND BROADCASTING LICENCE</i>	
LICENCE AREA (see annexure A)	DURBAN
BAND	FM
FREQUENCY	99,5MHz
MAXIMUM ERP	25kW
MAXIMUM EFFECTIVE ANTENNA HEIGHT	580m

priv_rud.apr/20-02-1997



-  **Main towns**
 **Other towns**
 **Main townships**
 **Magisterial districts**

Map produced by



Technical Department

22 0 22 44 Kilometers

1:1000000

SCHEDULE 2

PRIVATE SOUND BROADCASTING LICENCE

APPLICATION FORM

The licence will be valid for a period of SIX YEARS.

**BEFORE COMPLETING THIS FORM, APPLICANTS SHOULD READ
CAREFULLY THE NOTES ON PAGE I**



INDEPENDENT BROADCASTING AUTHORITY

NOTES

1. Applications must be typed or printed.
2. Applications must answer all questions set out in this application form; if any question is considered not applicable, please mark N/A with further explanation if necessary.
3. Unless the Authority states otherwise in its notice of licence advertisement in a given area, **twenty five copies (21 copies including clearly marked "confidential" information which will be for IBA use only and 4 copies clearly marked "Public" excluding confidential information for public scrutiny)** of the completed application form should be provided.
4. Each application must be **permanently bound** (using either heat binding or spiral binding)
5. Each application must have a **cover page** with the **name of the applicant, the proposed name of the radio station and the month and year** of the application on it.
6. The pages immediately following the cover must be the **contents pages** which detail each section of the application and it's page number.
7. **Pages must be numbered by** starting with the page immediately following the contents pages as Page 1 and ending with the very last page of the application.
8. If the applicant has to submit its application in **more than one part or volume**, each part or volume must have a cover page (see 4 above). In this case the cover page must **specify the number of the part or volume** (ie Part One, Part Two or Volume One, Volume Two). Each volume or part must also have the full set of **contents pages** (see 6 above).
9. All information furnished in any application for a broadcasting licence will be available for public scrutiny and comment except for information as contemplated in section 42(5)(b) of the Independent Broadcasting Authority Act, Act 153 of 1993, as amended.
10. The Authority reserves the right to request additional copies or any other supplementary material. Such copies and/or material must comply with the above requirements.
11. Each application must be accompanied by the application fee payable for each licence applied for. The application fee must accompany an application, in the form of a cheque made payable to the Independent Broadcasting Authority and crossed 'A/C payee'. Application fees will not be refundable in any circumstances.
12. Applications, accompanied by the application fee, must reach the Licensing Department of the Independent Broadcasting Authority by 14:00 on the closing date indicated in the Authority's notice of licence advertisement.
13. **Failure to comply with any of these requirements may render the application liable to disqualification without refund of the application fee(s).**
14. Further copies of this form are available from the Independent Broadcasting Authority's Licensing Department, at Khasho house, 26 Baker Street, Rosebank, Johannesburg.

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SECTION 1 : GENERAL**1 PROPOSED STATION NAME(S)**

--

2 NAME OF APPLICANT

--

3 LICENCE APPLIED FOR

(A separate application form must be completed for each licence applied for)

CATEGORY OF LICENCE	
<i>Private Sound Broadcasting Licence</i>	
LICENCE AREA	
BAND	
FREQUENCY	
MAXIMUM ERP	
MAXIMUM EFFECTIVE ANTENNA HEIGHT	

4 MAIN CONTACT PERSONS

Provide details of no more than two individuals nominated to deal with any press, public and general enquiries

1. NAME	1. NAME
2. TELEPHONE NUMBER/S	2. TELEPHONE NUMBER/S
(W)	(W)
(H)	(H)
CELL	CELL
E-MAIL	E-MAIL
3. FAX NUMBER/S	3. FAX NUMBER/S
4. POSTAL ADDRESS	4. POSTAL ADDRESS
POSTAL CODE	POSTAL CODE
5. PHYSICAL ADDRESS	5. PHYSICAL ADDRESS

5 **SPECIALIST CONTACT PERSONS**

Provide details of individuals authorised by the applicant to respond to enquiries from Independent Broadcasting Authority officers about matters covered in this application, as follows :

I. **Legal**

1.	NAME
2.	TELEPHONE NUMBER/S
	(W)
	(H)
	CELL
	E-MAIL
3.	FAX NUMBER/S

II. **Programming**

1.	NAME
2.	TELEPHONE NUMBER/S
	(W)
	(H)
	CELL
	E-MAIL
3.	FAX NUMBER/S

III. Audience and support

1.	NAME
2.	TELEPHONE NUMBER/S
	(W)
	(H)
	CELL
	E-MAIL
3.	FAX NUMBER/S

IV. Finance

1.	NAME
2.	TELEPHONE NUMBER/S
	(W)
	(H)
	CELL
	E-MAIL
3.	FAX NUMBER/S

V. Technical

1.	NAME
2.	TELEPHONE NUMBER/S
	(W)
	(H)
	CELL
	E-MAIL
3.	FAX NUMBER/S

VI. Signal Distributor

1.	NAME
2.	TELEPHONE NUMBER/S
	(W)
	(H)
	CELL
	E-MAIL
3.	FAX NUMBER/S

VII. Broadcasting Monitoring and Complaints

1.	NAME
2.	TELEPHONE NUMBER/S
	(W)
	(H)
	CELL
	E-MAIL
3.	FAX NUMBER/S

SECTION 2: CORPORATE STATUS

6 CORPORATE STATUS

- 6.1 What is applicant's legal form? Certified copies of all relevant founding documentation must be provided.

ATTACH AS APPENDIX 6.1

- 6.2 Is the applicant part of a consortium? If so a full description of the consortium members together with relevant share holdings must be provided. The legal status of each consortium member must be specified and certified copies of all relevant founding documentation provided.

ATTACH AS APPENDIX 6.2

- 6.3 Applicants must provide a resolution authorising the signatory to this application to sign this application and/or to represent applicant at the hearing of the IBA in respect of this application.

ATTACH AS APPENDIX 6.3

- 6.4 Indicate whether, pursuant to the memorandum and articles of association or any other similar document, any person is in a position to appoint, or veto to the appointment of, at least half the directors of the board of directors or in any other way to direct or restrain the company on substantial management or other issues.

ATTACH AS APPENDIX 6.4

- 6.5 Provide copies of all formal documentation relating to the operational activities of applicant and/or the member of the consortium of which applicant is a member. By formal documentation is meant but not limited to the applicant's shareholders agreement, annual company report, prospectus and similar such documentation.

ATTACH AS APPENDIX 6.5

7

MANAGEMENT

- 7.1 Full details must be provided of each member of applicant's senior management including all directors, members, trustees as the case may be. The following information must be given:

Name, date of birth, identity number, address, nationality and occupation.

ATTACH AS APPENDIX 7.1

- 7.2 Describe briefly the personal background and relevant previous experience, and state which post the individual would occupy.

ATTACH AS APPENDIX 7.2

- 7.3 State whether each individual has actually confirmed his or her willingness to accept the post, if offered.

ATTACH AS APPENDIX 7.3

- 7.4 Indicate whether any of the individuals are an office bearer or employee of any political party.

ATTACH AS APPENDIX 7.4

- 7.5 If the person concerned has any shares in applicant the number and class of shares together with the number and percentage of votes must be specified.

ATTACH AS APPENDIX 7.5

- 7.6 Will any of the persons referred to above, if a licence were granted to applicant, be in a position to control the operations of the application. If so, in addition to the information required above;

- 7.6.1 A full and complete business record of such person must be provided; and

ATTACH AS APPENDIX 7.6.1

- 7.6.2 A full and complete record of such person in situations requiring trust and candour must be provided.

ATTACH AS APPENDIX 7.6.2

- 7.7 In providing the business record referred to above, it must be stated whether the persons concerned have any other media interests. Full details must be given of all management positions held during the past five years. The record must also indicate whether the persons concerned have any particular experience relating to the management of a Private Sound Broadcasting Service.

ATTACH AS APPENDIX 7.7

8 STAFFING

- 8.1 Provide a staffing organisational chart showing all proposed station management and staff posts, and indicate clearly the planned reporting structure.

ATTACH AS APPENDIX 8.1

- 8.2 Give the proposed number of full-time and part-time staff per department (e.g. programming, news, sales, technical, etc, as appropriate to applicant's proposals), and in total.

ATTACH AS APPENDIX 8.2

- 8.3 If appropriate, indicate clearly any management or staff positions which will be shared, within a group operating structure, between the radio service proposed for this licence area and any existing broadcasting service.

ATTACH AS APPENDIX 8.3

- 8.4 List any activities which will be contracted-out to agencies, consultants, etc.

ATTACH AS APPENDIX 8.4

- 8.5 Give details of the technical qualifications and competency of persons responsible for technical matters.

ATTACH AS APPENDIX 8.5

9 APPLICANT'S GENERAL HISTORY AND DEVELOPMENT STRATEGY

Describe how, and when, the applicant was formed, and how it has developed since then. If the applicant is, or includes, an existing IBA licensee, give details of its history and current media operations. Describe principles upon which applicant's future development strategy is based, and its general objectives in applying for this licence.

ATTACH AS APPENDIX 9

It is recognised that, in answering this and previous questions, applicants may wish not to disclose publicly the identity of certain individuals whose current employment might be jeopardised if their involvement became known. Details of such individuals should be provided separately which the Authority will regard as being confidential in terms of section 42(5)(b) of the IBA Act.

10 EXTERNAL ASSISTANCE

Provide particulars of any individual corporate entity, other than directors or executives of the applicant's company, who are assisting applicant. (e.g. legal or financial advisers, research consultants, etc.) State their roles in assisting the applicant's operation.

ATTACH AS APPENDIX 10

11 OTHER INTERESTS

Details are required of the involvement of the applicant and its participants (including shareholders or other subscribers of more than 5% of the applicant's total funding requirements) in any of the activities listed below, and the extent of the interest. For these purposes, the applicant includes associates of the applicant (i.e. directors and their associates and other group companies).

11.1 Advertising agencies; **ATTACH AS APPENDIX 11.1**

11.2 Non-RSA interests; **ATTACH AS APPENDIX 11.2**

11.3 Newspapers (including holdings in a group having substantial control over one or more newspapers);

ATTACH AS APPENDIX 11.3

- 11.4 Other broadcasting interests (including radio, television, satellite and cable broadcasting, and allied activities);

ATTACH AS APPENDIX 11.4

- 11.5 Party, movement, organisation, body or alliance whose objects are wholly or mainly of a political nature. ***ATTACH AS APPENDIX 11.5***

- 11.6 Local authorities; ***ATTACH AS APPENDIX 11.6***

- 11.7 Other publicly-funded bodies. ***ATTACH AS APPENDIX 11.7***

SECTION 3: PROGRAMMING

IMPORTANT NOTES

Responses to this section of the application will form the basis of the successful applicant's 'promise of performance', to be incorporated in the licence issued for the licence period.

12 PROPOSED PROGRAMME SERVICE

- 12.1 Indicate frequency band (AM or FM), and name of proposed programme service on that frequency band.
- 12.2 Outline, briefly and in general terms, the approach and objectives of the proposed programme service, and the broad format and content to be provided also indicate when your peaktime will be: e.g. whether a 'full service', or more specialised in appeal; whether predominantly music-led or speech-based; the extent to which output would be locally-originated or part of a wider, externally-sourced service.

ATTACH AS APPENDIX 12

13 PROGRAMME SCHEDULE

Using, if necessary, a maximum of two pages for each, provide an outline of the proposed programmes schedule for :

- 13.1 an typical weekday (indicating variations from day to day, as appropriate);
- 13.2 a typical Saturday;
- 13.3 a typical Sunday

Summarise, for each programme sequence, the main type(s) of music and/or speech content, style of presentation, and the proportion of programming airtime devoted to music and speech. Indicate duration and scheduling of any national/international and/or local/regional news output. These should be consistent with responses to other questions in this section of the application.

ATTACH AS APPENDIX 13

Note: The successful applicant will be permitted to vary the detail and timings of this outline schedule, provided that the general approach and balance of the service proposed in this application is maintained within the 'promise of performance' agreed

14 BALANCE BETWEEN MUSIC AND SPEECH

Of all programming airtime (i.e. excluding any advertising or other commercial mintage, promotional trails and sponsor credits), what proportion will be devoted to speech (including presentation of music)? Enter, in the following table, the minimum and maximum percentages of programming airtime that 'speech' output would form, in each of the periods specified.

		Speech as % of prog. airtime			
		'peaktime'		Non-'peaktime'	
		Min. %	Max%	Min. %	Max%
i.	On a typical weekday (Monday to Friday)				
ii.	On a typical Saturday				
iii.	On a typical Sunday				

ATTACH AS APPENDIX 14

15 SOUTH AFRICAN MUSIC OUTPUT

15.1 How do you intend complying with the IBA's 20% South African music quota?

15.2 Give details of the type of South African music on the proposed service.

Type of music	Illustrative tracks and artists	Music type as % of total music output	
		Min.%	Max.%

ATTACH AS APPENDIX 15

16 NEWS OUTPUT

Provide details of the total daily time proposed for local, national and international news output, and the sources of news in each category:

	Total minutes in broadcasting day	Sources
Local		
National		
International		

ATTACH AS APPENDIX 16**17 BROADCASTING HOURS**

During which hours of the day is it intended to broadcast a programme service?
(Please state if broadcasting hours will differ on weekdays, Saturday and Sunday).

DAY	TIME/S
MONDAY	
TUESDAY	
WEDNESDAY	
THURSDAY	
FRIDAY	
SATURDAY	
SUNDAY	

ATTACH AS APPENDIX 17**18 NON-LOCAL ORIGINATION**

If it is proposed that part or all of the programme service will be provided other than by 'live' programming originating from a studio (or outside broadcast facility) within this licence area, provide details of this, indicating the nature and source of such material, and its scheduling and duration. Include each of the following, as appropriate :

- 18.1 Programming that is part of a wider regional or networked service, originating from a studio outside this licence area. (Programming integrating material originating from a studio outside this licence area with locally-originated items by means of digital or other technology should be described under this heading, with a full explanation of the means of compilation and presentation of such programming);

- 18.2 Other than national and international news, all syndicated programming (e.g. any concerts, chart shows, interviews, drama, etc.).

ATTACH AS APPENDIX 18

19 **AUTOMATED LOCAL OUTPUT**

If it is proposed to provide locally-compiled programming which involves no presentation at all, or pre-recorded rather than 'live' presentation (excluding, commercials, sponsor credits, networked news and pre-recorded promotional items), please give details, indicating scheduling and duration. Also give details of automated remote operations.

ATTACH AS APPENDIX 19

20 **PROPOSED LANGUAGE(S)**

In regard to programming other than music state which language(s) will be used, give details of the expected amounts of such programming and its time of scheduling, and estimate the number of persons living in the area who are able to understand the language(s) to be used, and the percentage of the total population of the licence area which they represent:

Language	% of programming	Time of scheduling	People living in the area who are able to understand the language	% of the total people the total population of the licence area which they represent

ATTACH AS APPENDIX 20

SECTION 4: DEMAND, NEED AND SUPPORT FOR PROPOSED SERVICE

21 APPEAL OF PROGRAMME SERVICE

- 21.1 To what extent, and in what way, is the proposed programme service designed to "cater for the tastes and interests of persons living in the area", either general or particular? Kindly motivate fully your reasons.
- 21.2 If the programme service is designed to appeal especially to particular sections of demographic groups (e.g. certain age groups) within the population, state which.
- 21.3 To what extent, and in what way, will the proposed service cater for tastes and interest different from those catered for by any other existing broadcasting service within part or all of the licence area?

ATTACH AS APPENDIX 21

22 EVIDENCE OF NEED, DEMAND AND SUPPORT FOR PROPOSED SERVICE

What need is there for the proposed service within the licence area, having regard to the broadcasting services already existing therein? Summarise the main findings of any market research undertaken, or analysis of existing audience research information, or other forms of evidence as proof that the proposed service will cater for tastes and interest of people living in the area?

ATTACH AS APPENDIX 22

23 SIZE AND COMPOSITION OF AUDIENCE

- 23.1 What size of audience is expected, over the course of one week?
- 23.2 Provide estimates of actual numbers of listeners, and/or 'weekly reach' as a percentage of the adult population of the licence area, together with the anticipated average weekly hours of listening.
- 23.3 Will the service aim to appeal especially to particular groups within the population, either in terms of tastes and interests, or demographic characteristics (e.g. certain age-groups)? If so, state which, with any supporting evidence, and provide estimates of reach and average weekly listening hours among these groups.

23.4 Attach a copy of this research

ATTACH AS APPENDIX 23

24 **LOCAL SUPPORT FOR THE APPLICANT**

Provide details if any of local support for the proposed service.

ATTACH AS APPENDIX 24

25 **OTHER SERVICES**

25.1 List existing radio services available in the proposed coverage area.

25.2 In view of the existing services motivate why there is a need for this proposed service.

ATTACH AS APPENDIX 25

26 **COMPLAINTS AND CODES OF OPERATION**

26.1 Describe the way you propose to handle and consider comments and complaints about the service.

ATTACH AS APPENDIX 26.1

26.2 Describe the procedures to be adopted to ensure compliance by employees and others associated with the service, with the Act, applicable regulations, licence conditions, Code of Conduct for Broadcasting Services and the Code of Advertising Practice of the Advertising Standards Authority of South Africa.

ATTACH AS APPENDIX 26.2

26.3 Are you a member of or intend becoming a member of any broadcasting organisation (e.g. NAB, BCCSA, IBC, etc)?

ATTACH AS APPENDIX 26.3

26.4 Are you a member of the ASA?

ATTACH AS APPENDIX 26.4

SECTION 5 : FINANCE

IMPORTANT NOTE

Financial information as contemplated in section 42(5)(b) of the Act which may be regarded as commercially sensitive (e.g. for listed companies) can be submitted in a confidential appendix without the need for specific agreement to be obtained in advance from the Authority.

27 SUMMARY OF BUSINESS PLAN

Summarise the main assumptions underpinning the applicant's business plan e.g. trends in audience share and advertising revenue (and the relationship between them), taking into account expected radio developments and competition from other media; radio marketing policies; radio ownership and control patterns, and the applicant company's own business development strategy; etc.

ATTACH AS APPENDIX 27

PLEASE NOTE THAT YOUR BUSINESS PLAN SHOULD BE BASED ON LISTENERS WITHIN THE COVERAGE TARGET AREA AS PROVIDED IN APPENDIX 46. (60dB μ V/m)

28 PRO FORMA FINANCIAL STATEMENTS

28.1 Projected Cash Flow Statement

Provide cash flow projections, estimating financing and operating activities for each of the first 3-5 years of operation. Provide explanatory notes and a full listing of the underlying assumptions on which the financial projections are based. These projections may be provided either as part of the main application document, or on separate schedules as an appendix to it; whichever approach is preferred. Provide certified copies.

Use the following categories as a guide in completing the financial statement:

REVENUE

CAPITAL

GROSS ADVERTISING REVENUE (Less agency commission and discounts)

NET ADVERTISING REVENUE

SPONSORSHIP AND CO-FUNDING

OTHER (specify)

TOTAL REVENUE

EXPENDITURE**CAPITAL EXPENDITURE****HP/LEASING****GENERAL AND ADMINISTRATION:**

MANAGEMENT FEES

LICENCE FEES

APPLICATION FEES

STAFF

PREMISES

LEGAL AND PROFESSIONAL

ESTABLISHMENT/OVERHEADS

ENGINEERING & TECHNICAL:

TRANSMITTER OPERATING COSTS

STUDIO OPERATING COSTS

OTHER OPERATING COSTS (Specify)

PROGRAMMING:

COPYRIGHT FEES

MUSIC LIBRARY

ACQUIRED PROGRAMMING

NEWS SERVICE

OTHER (Specify)

SALES COSTS/COMMISSIONS

AUDIENCE RESEARCH

OTHER (Specify)

TOTAL EXPENDITURE

VAT ADJUSTMENT

INTEREST PAYABLE

INTEREST RECEIVABLE

TAXATION

DIVIDENDS

OTHER OUTFLOWS (Specify)

NET INFLOWS/OUTFLOWS***ATTACH AS APPENDIX 28.1*****28.2 Projected Income Statement**

Provide projected Income Statement estimating annual Revenue and Expenditure for each of the first 3-5 years of operation.

ADVERTISING REVENUE
SPONSORSHIPS
REVENUE FROM OTHER SOURCES

PROGRAMME & BROADCAST COSTS
TRANSMISSION COSTS
STAFF COSTS
SALES, ADVERTISING AND PROMOTION
ADMIN AND GENERAL COSTS

DEPRECIATION
NET INTEREST RECEIVABLE/ (CHARGED)
OTHER OPERATING COSTS (Specify)

ESTIMATED INCOME BEFORE TAX (LOSS)
PROVISION FOR TAX

NET INCOME/(LOSS) AFTER TAX
(For Broadcasting operations only)
RETAINED PROFIT/ (LOSS)

Other headings may be inserted where applicable

ATTACH AS APPENDIX 28.2

28.3 Projected Annual Operating Expenses

Provide projected annual operating expenses, estimating annual operating expenses for the first three years of broadcasting.

PROGRAMME & PRODUCTION:

SALARIES AND BENEFITS
LOCAL CONTENT PRODUCTION EXPENSES
PURCHASE OF MUSIC PROGRAMMES:
LOCAL
FOREIGN
NEWS
GENERAL STUDIO COSTS (e.g. rental, leases)
OUTSIDE BROADCAST COSTS
OTHER PROGRAMME & PRODUCTION EXPENSES (Specify)
TOTAL

TRANSMISSION

SALARIES AND BENEFITS
TRANSMISSION AND SIGNAL DISTRIBUTION CHARGES
OUTSIDE BROADCAST COSTS
OTHER TECHNICAL EXPENSES (Specify)
TOTAL

SALES, ADVERTISING AND PROMOTION

SALARIES, COMMISSION AND BENEFITS
ADVERTISING AND PROMOTION
AGENCY AND OTHER FEES
OTHER SALES AND PROMOTION EXPENSES (Specify)
TOTAL

ADMINISTRATION AND GENERAL

SALARIES AND BENEFITS
COST OF PREMISES (Rent, Maintenance, etc.)
OFFICE AND PROFESSIONAL SERVICES
MANAGEMENT SERVICES (Non-staff)
BROADCASTING LICENCE FEE
BAD DEBT EXPENSES
OTHER ADMIN EXPENSES (Specify)
TOTAL

Other headings may be inserted where applicable

ATTACH AS APPENDIX 28.3**29 FINANCIAL REQUIREMENTS AND SOURCES**

Provide details of total funding requirements, i.e what are the total funds available to finance the proposed broadcasting venture (Equity and Debt details) and what are the individual sources of these funds e.g Bank loan(s), share capital, other loans, etc., and how these will be met under the following headings :

RANDS

- i Capital expenditure
(including capital value of leases)
- ii Venture capital
- iii Other pre-operational expenditure
- iv Working capital (at on-air date)

TOTAL

Provide details of the sources of finance to meet these requirements spread over a period of three to five years :

- I Share capital
- ii Leasing/HP facilities (capital value)
- iii Bank overdraft
- iv Grants and donations
- v Other (please specify)

TOTAL

ATTACH AS APPENDIX 29

30 FIXED ASSETS

Provide a summary of tangible assets, as at the proposed on-air date, categorised under the headings of fixtures and fittings, studio equipment, transmitter equipment, vehicles and other assets. Show the level of assets financed by leasing (or similar) arrangements within each category, and indicate any assets brought in at nil cost.

ATTACH AS APPENDIX 30

NOTE :Among the following questions, complete only those which are appropriate to the Applicant's chosen method(s) of funding; if not applicable, mark 'N/A'.

31 SHARE CAPITAL

Classes of share capital :

	Class	Number	Par value	Issue price (if different)
Voting				
Non voting				
Preference				
Other (specify)				

ATTACH AS APPENDIX 31

32 PROPOSED INVESTORS

32.1 Provide a copy of all shareholder's agreement .

ATTACH AS APPENDIX 32.1

- 32.2 Set out details of all voting shareholders (excluding any nominal membership shares), and holders of non-voting shares and loan stock, distinguishing clearly between these categories, and also showing beneficial owner(s) if not the same. (Further pages may be added, or the layout altered, if necessary).

Name of investor	Address	Investment R	% of total required

ATTACH AS APPENDIX 32

NOTE : The Authority will wish to be reassured that reasonable evidence can be provided of bona fide investors, before granting a licence. Written confirmation of agreement in principle should be submitted from all proposed investors (as listed above) of more than 3% of the applicant's total financing, covering in particular the amount to be invested, the percentage shareholding, and any preconditions to making this investment.

33 METHOD (S) OF RAISING CAPITAL

Describe briefly the method(s) by which share/loan capital is to be raised (e.g. whether a prospectus will be issued, and the timescale involved). Give details of any proposal to have share capital publicly quoted.

ATTACH AS APPENDIX 33

Will any funds, credits or other financial assistance for the construction, purchase or operation of the station be provided by aliens, foreign entities, domestic entities controlled by allies, or their agents?

34 OTHER LOANS

If appropriate, give details of lender, interest rate and repayment terms.

ATTACH AS APPENDIX 34

35 BANK FACILITIES

Provide details of bank facilities or other credit arrangements which exist or are planned, including evidence of confirmation from the lender(s), of :

- I Terms of borrowing (repayments, covenants, etc.);
- ii Securities given and/or charges against the company;
- iii Lenders and any guarantees provided.

ATTACH AS APPENDIX 35**36 GRANTS AND DONATIONS**

If it is planned to use alternative or additional sources of funding for capital expenditure (i.e. other than share capital or loan stock), list these below. Mention any preconditions regarding the purpose or use to which these may be put.

Note: Applicant's attention is drawn to guidelines on funding by public bodies.

Source of funds	Type of funding agency (e.g. charitable trust)	Amount	% of Total required

ATTACH AS APPENDIX 36

NOTE: Written confirmation of agreement in principle should wherever possible be submitted from proposed sources (as listed above) of more than 3% of the applicant's total financing.

37 ADVERTISING REVENUE

Provide forecasts of net advertising revenue (showing gross revenue, less agency commission and discounts) for each of the first three years of the licence period, including the anticipated split between local and national revenue.

Detail the arrangements proposed for the sale of advertising airtime, and how annual revenue from advertising has been calculated. In particular, detail the population coverage assumed, audience reach and average weekly listening hours for each year, percentage of airtime sold, rate card tariffs, etc. If advice has been obtained from sales agencies, consultants, etc., please state source(s). A draft advertising rate card should be included.

ATTACH AS APPENDIX 37

38 REVENUE FROM SPONSORSHIP, CO-FUNDING OR OTHER SOURCES

Provide forecasts of net income (showing gross income, less deductions for commission, etc.), and basis on which it has been calculated, from sources other than the sale of advertising airtime, for each of the first three years of the licence period.

ATTACH AS APPENDIX 38

SECTION 6 : TECHNICAL**39 SIGNAL DISTRIBUTION**

Who will provide signal distribution services to the applicant? If the applicant intends doing its own signal distribution, a Category 3 signal distribution licence application must be completed and attached hereto. Should the applicant intend subcontracting the signal distribution function, provide the name, address and contact person of the licensed signal distributor.

ATTACH AS APPENDIX 39

Note: Only signal distributors licensed by the Authority may be appointed to do signal distribution on the applicant's behalf.

40 TRANSMISSION SITES

Is it proposed to locate the transmitter and the mast/antenna at the same site as used by an existing licensee? If yes, answer 40.1 below. If the applicant proposes to use a site other than one used at present answer 40.2 below.

Will the studio and transmitter be co-sited? If not, provide full details of the linking arrangements between the studio and transmitter site.

ATTACH AS APPENDIX 40

40.1 Existing Sites

Provide an outline description of the existing transmission site. Has the applicant entered into negotiations with the owner/operator of the site (state who this is) regarding arrangements for sharing the site should this application be successful? If so provide details; if not state what arrangements are anticipated. When is it expected that these negotiations will be concluded?

State which facilities will be shared and which will be exclusive. Give details of methods and results of EMC studies conducted to ensure interference free operation

ATTACH AS APPENDIX 40.1

40.2 New Sites

Provide full details of the proposed site including its location given in degrees, minutes and seconds, its ownership and present use, actual antenna pattern and proposed effective radiated power. State reason(s) for selecting this site. Provide information on investigations that have been made regarding the suitability of this site to accommodate the proposed service. Has local authority and civil aviation planning permission been obtained?

ATTACH AS APPENDIX 40.2

41 TRANSMISSION EQUIPMENT

List the principal items and configurations of the proposed transmitter equipment, including antenna systems (with their associated gain). Give the maximum power output of the transmitter. State who will be responsible for supervising and who will be undertaking the transmitter installation. Give full details of technical competence to undertake this task. Who will be responsible for ensuring compliance with the Authority's technical specifications? Give full details of the persons technical competence to undertake this task.

ATTACH AS APPENDIX 41

42 TRANSMITTER MAINTENANCE

Describe the proposed arrangements for transmitter maintenance and repair. Who will be responsible for this. Give full details of the persons technical competence to perform this task. Indicate all test equipment available and show how important signal parameters will be monitored and controlled. Describe the procedures in place for the calibration of test equipment.

ATTACH AS APPENDIX 42

43 STUDIO LOCATION

What is the proposed location of the studio(s)? Provide the actual address.

ATTACH AS APPENDIX 43

44 STUDIO LAYOUT

Provide a rough plan of the studio(s), technical areas and other principal rooms. Provide information on the nature and configuration of the studio equipment to be used. **ATTACH AS APPENDIX 44**

45 STUDIO MAINTENANCE

Describe the proposed arrangements for the maintenance and repair of studio equipment. Indicate all test equipment available and show how important signal parameters will be monitored and controlled.

ATTACH AS APPENDIX 45

46 COVERAGE TARGET AREA

Provide particulars of the geographic target area including a map showing predicted 66, 60 and 48dB μ V/m coverage contours. State the prediction model used.

ATTACH AS APPENDIX 46

47 RADIO DATA SYSTEM

Does the applicant intend transmitting RDS information? If so, provide details of the information to be transmitted including the intended programme name.

ATTACH AS APPENDIX 47

48 HOURS OF OPERATION AND PROPOSED ON AIR DATE

Provide details of the intended hours of operation and the date on which it is proposed to commence broadcasting.

ATTACH AS APPENDIX 48

49 TRANSMITTERS AND TRANSMISSION		
49.1	Name of Transmitting Station	
49.2	Name of Site	
49.3	Address of Site	
49.4	Geographical co-ordinates (degrees, minutes, seconds)	
49.5	Site Height above sea level	
49.6	Mast Height	
49.7	Mid antenna height above ground level	
49.8	Effective antenna height in different Azimuths every 10°	
49.9	Assigned Frequency	
49.10	Transmitter output power	
49.11	Frequency Stability	
49.12	RF Bandwidth	
49.13	Designation of emission	
49.14	Spurious and out of band Emission power levels	
49.15	Feeder type and length	
49.16	Feeder losses	
49.17	Other system losses	
49.18	Antenna gain	
49.19	Maximum ERP	
49.20	Directivity	
49.21	ERP in dBW in different Azimuths every 10°	
49.22	Vertical radiation pattern	
49.23	Null Fill	
49.24	Beam Tilt	
49.25	Polarisation	

ATTACH AS APPENDIX 49

CONCLUDING SECTION**50 OTHER MATTERS**

State briefly why the IBA should grant you the licence, and give details of any other matters which you consider the IBA should be aware.

ATTACH AS APPENDIX 50

51 AFFIDAVIT

Applicants are required to conclude their submission with the following certificate :-

I acknowledge that the IBA could be entitled to have any licence issued set aside should it be found that at any time any material statement is found to be false and to have been made by the applicant or any officer thereof knowing it to be false.

Signed-----

APPLICANT

I certify that on the day, in my presence at the
Dependent signed this declaration and declared that he/she:

1. knows and understands the contents hereof;
2. had no objection to taking the prescribed oath;
3. considers the oath to binding on his/her conscience and having uttered the words
" I SWEAR THAT THE CONTENTS HEREOF ARE TRUE, SO HELP ME GOD".

COMMISSIONER OF OATHS

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