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AIDS HELPLINE: 0800-0123-22 Prevention is the cure

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GENERAL NOTICE

Independent Communications Authority of South Africa

General Notice

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THE GOVERNMENT PRINTING WORKS

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**MASADA BUILDING
CORNER OF PAUL KRUGER AND PROES STREETS
PRETORIA**

in due course.

For enquiries and information:

**Mr M Z Montjane
Tel: (012) 334-4653
Cell: 083 640 6121**

GENERAL NOTICE

NOTICE 575 OF 2005



Independent Communications Authority of South Africa

Pinmill Farm, 164 Katherine Street, Sandton
Private Bag X10002, Sandton, 2146

INVITATION TO APPLY FOR COMMERCIAL SOUND BROADCASTING LICENCES IN SECONDARY MARKETS

The Independent Communications Authority of South Africa, acting in terms of section 41 (1), (2), and (3) of the Independent Broadcasting Authority Act, Act No. 153 of 1993, ("IBA Act") hereby invites interested parties to apply for commercial sound broadcasting licences in accordance with the particulars contained in the Schedules below:

Schedule 1

1. All applications must be typed or printed.
2. Applicants must answer all the questions set out in the application form; if any question is considered not applicable, please mark N/A with further explanation if necessary.
3. Applicants can apply for a licence in any one of the specified provinces as per the attached schedule. Applicants should note that only one licence per province will be issued. The issued licence will cover the towns outlined under each province as per the attached schedule.
4. Eleven copies plus the original of the completed application form must be submitted.
5. Each application must be permanently bound (using either heat or spiral binding).
6. Each application must have a cover sheet that clearly shows the name of the applicant and the date of the application.

7. The pages immediately following the cover sheet must set out the contents of the application with details on each section of the application and its page number.
8. Pages including appendices must be numbered sequentially starting with the page immediately following the contents page as page 1 and ending with the very last page of the application.
9. Applicants should note that all the information and documentation contained in the application will be made available to the public for scrutiny and comment, except where the Authority determines otherwise and communicates such ruling in writing to the applicant. Applicants' attention is in this regard drawn to section 42 (5) (b) of the Independent Broadcasting Act, Act No. 153 of 1993, as amended.
10. Every application for a commercial sound broadcasting licence must be accompanied by an application fee of thirty thousand rand (R30, 000).
11. A commercial sound broadcasting licence shall not be issued to the successful applicant unless a fee of two thousand five hundred rand (R2, 500) has been paid to the Authority.
12. The application fee must be submitted together with the application in the form of a cheque made payable to the Independent Communications Authority of South Africa. Application fees paid will not be refundable in any circumstances.
13. Applicants for the provision of a commercial sound broadcasting service in the secondary markets must conduct an economic feasibility study and this must be supplied with the application to demonstrate the viability of the intended commercial broadcasting service offering.
14. Applications, accompanied by the application fee, must be submitted to the Manager: Licensing, Mr. Thabo Ndhlovu at Block D, Pinmill Farm, 164 Katherine Street, Sandton.
15. The closing date for submission of applications shall be not later than 16h00, South African time, on or before 30 September 2005.
16. Failure to comply with any of these requirements may render the application liable for disqualification without refund of the application fee.

Schedule 2**Frequencies Available****A. Limpopo Province - The licence for the secondary market would cover the following towns:**

1. Town :Messina
Frequency :90.2 MHz
ERP :1.5 kW
Transmitter Site :Dzamba site

2. Town :Thohoyando
Frequency :99.8 MHz
ERP :5 kW
Transmitter Site :Sibasa site

3. Town :Giyani
Frequency :97.7 MHz
ERP :1 kW
Transmitter Site :Molema site

4. Town :Mokopane/Polokwane
Frequency :96 MHz
ERP :1 kW
Transmitter Site :Potgietersrus site

5. Town :Makhado/Louis Trichardt
Frequency :88.8 MHz
ERP :10 kW
Transmitter Site :Louis Trichardt site

6. Town :Tzaneen
Frequency :88 MHz
ERP :500 W
Transmitter Site :Tzaneen site

7. Town :Hoedspruit
Frequency :98 MHz
ERP :10 kW
Transmitter Site :Hoedspruit site

B. Mpumalanga Province- The licence for the secondary market would cover the following towns:

1. Town :Nelspruit
Frequency :94.3 MHz
ERP :12 kW
Transmitter Site :Nelspruit site
2. Town :Bethal
Frequency :97.8 MHz
ERP :1 kW
Transmitter Site :Davel site
3. Town :Piet Retief
Frequency :89 MHz
ERP :9 kW
Transmitter Site :Piet Retief site
4. Town :Lydenburg
Frequency :89.7 MHz
ERP :0.5 kW
Transmitter Site :Lydenburg site
5. Town :Middelburg
Frequency :106.4 MHz
ERP :11 kW
Transmitter Site :Middelburg site

C. Northern Cape Province- The licence for the secondary market would cover the following towns:

1. Town :Kimberley
Frequency :95.4 MHz
ERP :10 kW
Transmitter Site :Kimberley site
2. Town :Upington
Frequency :93.5 MHz
ERP :1 kW
Transmitter Site :Upington site
3. Town :De Aar
Frequency :93.8 MHz
ERP :1 kW
Transmitter Site :De Aar site

4. Town :Colesburg
Frequency :97 MHz
ERP :0.02 kW
Transmitter Site :Colesburg site
5. Town :Calvinia
Frequency :91.5 MHz
ERP :50 kW
Transmitter Site :Calvinia site
6. Town :Springbok
Frequency :92.9 MHz
ERP :9 kW
Transmitter Site :Springbok site

D. North West Province - The licence for the secondary market would cover the following towns:

1. Town :Mafikeng
Frequency :91.8 MHz
ERP :10 kW
Transmitter Site :Mmabatho site
2. Town :Klerksdorp/ Ventersdorp/ Potchestroom
Frequency :95 MHz
ERP :5 kW
Transmitter Site :Klerksdorp site
3. Town :Rustenburg
Frequency :88.3 MHz
ERP :4 kW
Transmitter Site :Rustenburg site
4. Town :Zeerust and Lichtenburg
Frequency :103.1 MHz
ERP :11 kW
Transmitter Site :Zeerust site
5. Town :Taung
Frequency :91.9 MHz
ERP :5 kW
Transmitter Site :Taung

Schedule 3**Form for application for a Commercial Sound Broadcasting Licence**

**To: INDEPENDENT COMMUNICATIONS AUTHORITY OF SOUTH AFRICA
Block D
Pinmill Farm
164 Katherine Street
Sandton**

**Private Bag X10002
Sandton
2146**

(By Hand delivery/Registered Post)

Note:

- (a) Please refer to the Independent Broadcasting Authority Act 1993 (Act No. 153 of 1993), The Broadcasting Act of 1999 the Independent Communications Authority Act 2000, The Position Paper on Private Sound Broadcasting Services, Position Paper on the Review of Ownership and Control of Broadcasting Services and existing Commercial Broadcasting Licences and any regulations or guidelines issued by the Authority for Commercial Sound Broadcasting Licences.
- (b) Any information requested in this form may if lengthy be contained in an appendix.
- (c) Where any question in this form does not apply ,the words "**not applicable**" must be inserted in full

SECTION 1: GENERAL

PAGE

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- 2. **NAME OF APPLICANT**.....
- 3. LICENCE (S) APPLIED FOR
- 4. MAIN CONTACT PERSON
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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)

| <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. SPECIAL 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 BEE component within each shareholder must be specified. 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 the applicant at the hearing of ICASA 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 the appointment of , at least half the directors of the board 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 the applicant and/or the member of the consortium of which the 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 the applicant's senior management team including all directors, members, trustees as the case may be. The following information must be given:

Name, date of birth, identity number, address, nationality, race, gender 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 the applicant the number and class or 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 candor 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 person 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 person 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 staff organisational chart showing all proposed station management and staff posts. Indicate the race and gender of each employee as well as the planned reporting structure.

ATTACH AS APPENDIX 8.1

- 8.2 Provide a comprehensive policy on management and staffing, including issues such as race, gender and disability.

ATTACH AS APPENDIX 8.2

- 8.3 Provide a comprehensive policy addressing matters of training and development.

ATTACH AS APPENDIX 8.3

- 8.4 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 proposal, and in total.

ATTACH AS APPENDIX 8.4

- 8.5 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 8.5

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

ATTACH AS APPENDIX 8.6

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

ATTACH AS APPENDIX 8.7

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 ICASA 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 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 the 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, 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 the nature of the service e.g. 'full service', or more specialised in appeal; 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 of:

- 13.1 a 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 talk 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 the response to other related questions in this section or 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 proposed in the application is maintained within the promise of performance agreed.

14. BALANCE BETWEEN TALK AND MUSIC

- 14.1 Of all programming airtime (i.e. excluding any advertising or other commercial mintage, promotional trails and sponsor credits), what proportion will be devoted to talk (including presentation of music), and what percentage to music?
- 14.2 Enter, in the following table, the minimum and the maximum percentages of airtime that will consist of 'talk' as opposed to music?

| | Talk as % of airtime | | | |
|--|----------------------|--------|------------------|--------|
| | 'prime time' | | Non-'prime time' | |
| | 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. MUSIC OUTPUT

- 15.1 What music format will the station offer?
- 15.2 What percentage of the music will be South African?
- 15.3 What percentage of the music will be from other African countries?

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

ATTACH AS APPENDIX 15

16 NEWS AND CURRENT AFFAIRS OUTPUT**16.1 NEWS**

- 16.1.1 Give a percentage breakdown of the different languages news will be broadcast in?
- 16.1.2 Provide detail of the times of broadcast during the performance period?
- 16.1.3 Detail the duration of each broadcast?
- 16.1.4 Provide details of the total daily time proposed for local, national and international news output?
- 16.1.5 What percentage of the news will be generated from the coverage area?
- 16.1.6 Where will the news be sourced from?

16.2 CURRENT AFFAIRS

- 16.2.1 Give a percentage breakdown of the different languages current affairs will be broadcast in?
- 16.2.2 Provide details of the times of broadcast during the performance period?
- 16.2.3 Detail the duration of each broadcast?
- 16.2.4 Provide details of the total daily time proposed for current affairs?
- 16.2.5 What percentage of the current affairs will be generated from the coverage area?

ATTACH AS APPENDIX 16

17. BROADCASTING HOURS

What will the broadcast hours of the service be? (Please state if broadcasting hours will differ on weekdays, Saturday and Sunday).

| DAY | PROGRAMMES |
|-----------|------------|
| 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 programming will be provided other than 'live' programming originating from a studio (or outside broadcasting facility) within the licence area, details of this, indicating the nature and source of such material, and its scheduling and duration is required. Include each of the following, as appropriate:

- 18.1 Programming that is part of a wider regional or network service originating from a studio outside the licence area. (Programming integrating material originating from a studio outside the licence area 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, network 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)

- 20.1 What languages will the service broadcast in?
- 20.2 Provide documentation on the language policy of the station?
- 20.3 Provide details for the percentage allocation for each language?
- 20.4 Give details of the expected amounts of programming in the language(s) and its time of scheduling. Estimate the number of persons living in the area that 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 in particular?
- 21.2 If the programme service is designed to appeal especially to a particular demographic group (e.g. certain age group) within the population, state which.
- 21.3 To what extent, and in what way, will the proposed service cater for tastes and interests different from those catered for by any other existing broadcasting service in 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 interests 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 number 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 Acts, applicable regulations, licence conditions, Code of Conduct for Broadcasters and the Code of Advertising Practice.

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)? Are you a member of the Advertising Standards Authority of South Africa?

ATTACH AS APPENDIX 26.3

SECTION 5: FINANCE

IMPORTANT NOTE

Financial information as contemplated in 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.

27. SUMMARY OF BUSINESS PLAN

Summarise the main assumption 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, the applicant 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. (60dBuV/m).

28. PRO FORMA FINANCIAL STATEMENT

28.1 Project Cash Flow Statement

Provide cash flow projections, estimating financing and operating activities for 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
- SALARIES
- RENT
- LEGAL AND PROFESSIONAL
- ESTABLISHMENT/OVERHEADS

ENGINEERING & TECHNICAL:

- TRANSMITTER OPERATING COSTS
- STUDIO OPERATING COSTS
- OTHER OPERATING COSTS (Specify)

PROGRAMMING:

- COPYRIGHT LIBRARY
- 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 Project 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 COST
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 heading may be inserted where applicable

ATTACH AS APPENDIX 28.2

28.3 Projected Annual Operating Expenses

Provide projected 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
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 REQUIREMENT AND RESOURCES**

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 lease)
- 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 heading of fixtures and fittings, studio equipment, transmitter equipments, vehicle and other assets. Show the level of assets financed by leasing (or similar) arrangement within each category, and indicate any assets brought in at nil cost.

ATTACH AS APPENDIX 30

NOTE: Amongst 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 agreements.

ATTACH AS APPENDIX 32.1

32.2 Set out details of all voting shareholders (excluding any nominated membership shares), and holders of non-voting shares and loans 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 stated 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.

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?

ATTACH AS APPENDIX 33

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 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. Mentioned any preconditions regarding the purpose of use, if any .

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 air-time 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 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 licence signal distributor.

ATTACH AS APPENDIX 39

Note: Only signal distributors licenced 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, please answer 40.1 below. If the applicant proposes to use a site that is not 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?

In your description, 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 ensuring compliance with the Authority's technical specifications? Give full details of the person's 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 person's 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. Specify all the test equipment available and show how important signal parameters will be monitored and controlled.

ATTACH AS APPENDIX 45

46 COVERAGE OF TARGET AREA

Provide particulars of the geographic target area including a map showing predicted 66, 60 and 48dBuV/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 date on which the applicant 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 10o |
| 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 10o | |
| 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 ICASA 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 ICASA could have any issued licence set aside should it be found that any material statement in this application or at the hearing of this application 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 theday of..... in my presence atthe deponent 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".

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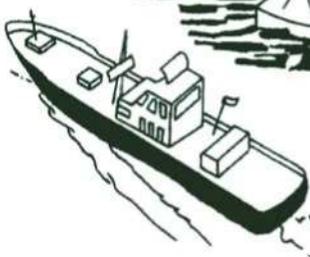
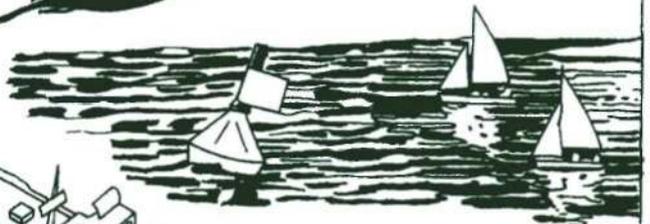
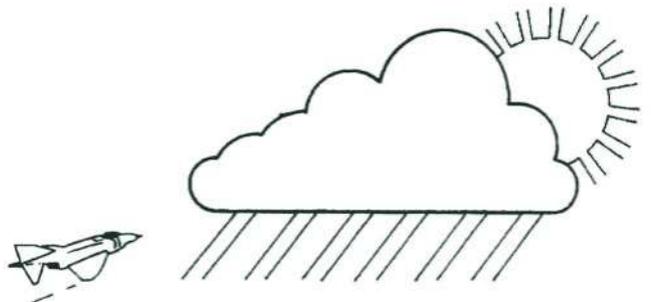
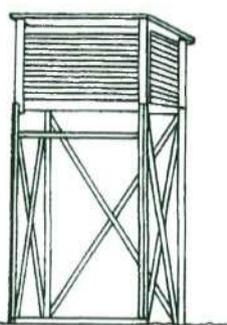
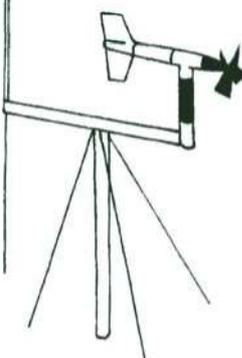
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