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## CONTENTS

*No.**Page  
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### GENERAL NOTICE

#### Independent Communications Authority of South Africa

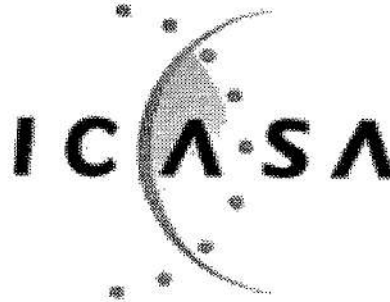
##### *General Notice*

756 Independent Broadcasting Authority Act (153/1993): Invitation to apply for community sound broadcasting licences .....	3	28918
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## GENERAL NOTICE

NOTICE 756 OF 2006



Independent Communications Authority of South Africa

# Invitation to Apply for Community Sound Broadcasting Licences



5 June 2006

## Index

Index.....	2
SCHEDULE .....	3
SECTION A: GENERAL.....	5
SECTION B : LEGAL STATUS.....	11
2.1 APPLICANT'S LEGAL FORM .....	11
2.2 MANAGEMENT.....	11
2.3 STAFFING .....	12
2.4 APPLICANT'S GENERAL HISTORY AND DEVELOPMENT STRATEGY.....	12
2.5 EXTERNAL ASSISTANCE .....	12
2.6 OTHER INTERESTS.....	13
SECTION C: THE COMMUNITY .....	14
GEOGRAPHIC COMMUNITY .....	14
COMMUNITY OF INTEREST.....	14
SECTION D: DEMAND, NEED AND SUPPORT FOR THE PROPOSED SERVICE .....	15
4. APPEAL OF PROGRAMME SERVICE .....	15
5. NEED FOR THE PROPOSED BROADCASTING SERVICE .....	15
6. DEMAND FOR THE PROPOSED BROADCASTING SERVICE.....	15
7. LOCAL SUPPORT FOR THE PROPOSED BROADCASTING SERVICE .....	15
8. COMPLAINTS AND CODES OF OPERATION .....	16
9. Are you a member of or do you intend becoming a member of any broadcasting organisation (e.g National Association of Broadcasters, Broadcasting Commission of South Africa, National Community Radio Forum, Association of Christian Broadcasters etc)? .....	16
10. Are you a member of the Advertising Standards Authority? .....	16
SECTION E: PROGRAMMING .....	17
11. PROPOSED PROGRAMME SERVICE .....	17
SECTION F: FINANCE .....	19
18 FINANCIAL MATTERS.....	19
SECTION G: TECHNICAL .....	20
SECTION H: CONCLUDING SECTION .....	24

## Schedule

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1. Applications must be made in writing.
2. Applications must answer all questions set out in this application form fully. If any question is considered not applicable, please mark N/A with further explanation if necessary.
3. The applicant must provide the original plus twenty-five copies of the completed application form.
4. Applicants are reminded that all information and documentation contained in any application for a broadcasting licence 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. Applicant's attention in this regard is drawn to section 42 (5) (b) of the IBA Act with regards to application for confidentiality.
5. Each application must be permanently bound (using either heat binding or spiral binding).
6. Each application must have a cover page with the name of the applicant, the proposed name of the broadcasting service and year of application on it.
7. The pages immediately following the cover must be the content pages which detail each section of the application and its page number.
8. Pages including the appendices must be numbered sequentially starting with the page immediately following the contents pages as page 1 and ending with the very last page of the application.
9. In the event that the applicant has to submit its application in more than one part or volume, each part or volume must have a cover page. In this case the cover page must specify the number of the part or volume (i.e. Part one, Part Two or Volume One, Volume Two). Each volume or part must also have the full set of content pages and sequentially numbered as noted.
10. Copies of detailed audience research must be submitted, and only ten copies of any significant letters or petitions in support of an application, which the applicant wishes to provide as amplification of responses to relevant questions in Section D, should

accompany the application. The Authority reserves the right to request additional copies, or any other supplementary material.

11. Every application for the provision of a community sound broadcasting service licence must be accompanied by a non-refundable application fee of three thousand rand (R3 000.00).
12. Applications, accompanied by the application fee, must be submitted to the Manager, Licensing, at Block D, Pinmill Farm, 164 Katherine Street, Sandton, Johannesburg.
13. The closing date for the submission of applications shall be no later than 16h00, South African time, on or before 31 October 2006. Thereafter, applications for community sound broadcasting licences shall be lodged with the Authority only in April and October every year, on or before the last working day of April and October.
14. Failure to comply with any of these requirements may render the application liable for disqualification.
15. Copies of this form are available from the Authority's offices.

**SECTION A: General**

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<b>1.1 PROPOSED STATION NAME</b>	
<b>1.2 ALTERNATIVE</b>	
<b>1.3 LICENCE AREA</b>	
<b>1.4 BAND</b>	
<b>1.5 FREQUENCY</b>	
<b>TECHNICAL PARAMETERS</b>	
<b>MAXIMUM ERP</b>	
<b>MAXIMUM EFFECTIVE ANTENNA HEIGHT</b>	

<b>COMPANY DETAILS</b>	
<b>NAME</b>	
<b>NATURE OF BUSINESS</b>	
<b>COMPANY REGISTRATION NUMBER</b>	
<b>TELEPHONE:</b>	
<b>FAX:</b>	
<b>DATE OF INCORPORATION:</b>	
<b>WEBSITE ADDRESS</b>	



**1.6 MAIN CONTACT PERSONS**

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

<b>NAME</b>	<b>NAME</b>
<b>DESIGNATION</b>	<b>DESIGNATION</b>
<b>TELEPHONE NUMBERS</b>	<b>TELEPHONE NUMBERS</b>
(W)	(W)
(H)	(H)
(F)	(F)
<b>CELL</b>	<b>CELL</b>
<b>E-MAIL ADDRESS</b>	<b>E-MAIL ADDRESS</b>
<b>POSTAL ADDRESS</b>	<b>POSTAL ADDRESS</b>
<b>PHYSICAL ADDRESS</b>	<b>PHYSICAL ADDRESS</b>

**1.7 SPECIALIST CONTACT PERSONS**

Provide details of individuals authorised by the applicant to respond to inquiries from the Authority's officers about matters covered in this application as follows:

**1.7.1 LEGAL**

<b>NAME</b>	
<b>TELEPHONE NUMBER(S)</b>	
<b>(W)</b>	
<b>(H)</b>	
<b>CELL</b>	
<b>FAX</b>	
<b>E-MAIL ADDRESS</b>	

**1.7.2 PROGRAMMING**

<b>NAME</b>	
<b>TELEPHONE NUMBER(S)</b>	
<b>(W)</b>	
<b>(H)</b>	
<b>CELL</b>	
<b>FAX</b>	
<b>E-MAIL ADDRESS</b>	

## 1.7.3 MARKET RESEARCH

<b>NAME</b>	
<b>TELEPHONE NUMBER(S)</b>	
<b>(W)</b>	
<b>(H)</b>	
<b>CELL</b>	
<b>FAX</b>	
<b>EMAIL ADDRESS</b>	

## 1.7.4 FINANCE

<b>NAME</b>	
<b>TELEPHONE NUMBER(S)</b>	
<b>(W)</b>	
<b>(H)</b>	
<b>CELL</b>	
<b>FAX</b>	
<b>EMAIL ADDRESS</b>	

## 1.7.5 TECHNICAL

<b>1. NAME</b>	
<b>2. TELEPHONE NUMBER(S)</b>	
<b>(W)</b>	
<b>(H)</b>	
<b>CELL</b>	
<b>FAX</b>	
<b>EMAIL ADDRESS</b>	

## 1.7.6 SIGNAL DISTRIBUTION

<b>NAME</b>	
<b>TELEPHONE NUMBER(S)</b>	
<b>(W)</b>	
<b>(H)</b>	
<b>CELL</b>	
<b>E-MAIL</b>	
<b>FAX NUMBER(S)</b>	

## 1.7.7 BROADCASTING MONITORING AND COMPLAINTS:

<b>NAME</b>	
<b>TELEPHONE NUMBER(S)</b>	
<b>(W)</b>	
<b>(H)</b>	
<b>CELL</b>	
<b>FAX</b>	
<b>EMAIL ADDRESS</b>	

## SECTION B : Legal Status

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### 2.1 APPLICANT'S LEGAL FORM

Identify and describe the applicant's legal form. Certified copies of all relevant founding documentation (constitution, memorandum and articles of association, etc) must be provided.

**ATTACH AS APPENDIX 2.1**

2.1.1 Indicate non-profit form of the legal entity with **X** in the appropriate box.

**ATTACH AS APPENDIX 2.1.1**

2.1.2 Justify non-profit status of applicant and indicate the provisions that are in place to ensure that the applicant is always non-profit.

**ATTACH AS APPENDIX 2.1.2**

2.1.3 Provide a resolution authorising the signatory to this application to sign this application and / or to represent the applicant at the Authority's hearings in respect of this application.

**ATTACH AS APPENDIX 2.1.3**

### 2.2 MANAGEMENT

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 provided: Full name, date of birth, citizenship, identity number, physical address, race, gender, disability and occupation. State whether each individual has actually confirmed his or her willingness to accept the post, if offered.

**ATTACH AS APPENDIX 2.2**

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

**ATTACH AS APPENDIX 2.2.1**

2.2.2 Indicate whether any of the individuals are office bearers of a political party or any organisation that is in an alliance with a political party (Refer to Regulation 5 of the Community Sound Broadcasting Services Regulations, 2006)

**ATTACH AS APPENDIX 2.2.2**

- 2.2.3 List and attach copies of any management agreements, consultancy agreements, network agreements, franchise agreements or any other agreements relating to the proposed service and its management.

**ATTACH AS APPENDIX 2.2.3**

- 2.2.4 Give particulars of any interest in another broadcasting service, or proposed interest in another broadcasting service, held by the applicant, any controlling entity or any other material degree of control in the operation of the service.

**ATTACH AS APPENDIX 2.2.4**

## **2.3 STAFFING**

- 2.3.1 Provide a staffing organisational chart showing all proposed station management and staff posts, and indicate clearly the planned reporting structure. Indicate the race and gender of each employee.

**ATTACH AS APPENDIX 2.3.1**

- 2.3.2 Proposed staff information.

**ATTACH AS APPENDIX 2.3.2**

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

**ATTACH AS APPENDIX 2.4.3**

- 2.3.4 Provide a comprehensive policy addressing matters pertaining to training and development.

**ATTACH AS APPENDIX 2.3.4**

## **2.4 APPLICANT'S GENERAL HISTORY AND DEVELOPMENT STRATEGY**

Describe how, and when, the applicant was formed, and how it has developed since then. Give details of its history and current media operations. Describe principles upon which applicant's future development strategy is based, and its general objective in applying for its licence.

**ATTACH AS APPENDIX 2.4**

## **2.5 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)

**ATTACH AS APPENDIX 2.5**

## 2.6 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 and other group companies.

2.6.1 Advertising agencies;

**ATTACH AS APPENDIX 2.6.1**

2.6.2 Non-RSA interest;

**ATTACH AS APPENDIX 2.6.2**

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

**ATTACH AS APPENDIX 2.6.3**

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

**ATTACH AS APPENDIX 2.6.4**

2.6.5 Political party, movement, organisation, body or alliance whose objectives are wholly or mainly of a political nature

**ATTACH AS APPENDIX 2.6.5**

2.6.6 Other publicity-funded bodies;

**ATTACH AS APPENDIX 2.6.6**

**SECTION C: The Community**

Mark with X in the appropriate box.

<b>GEOGRAPHIC COMMUNITY</b>		<b>COMMUNITY OF INTEREST</b>	
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3.1 If the community is geographically founded the applicant is requested to state:

3.1.1 whether is urban, peri-urban, rural

3.1.2 the geographical area (if rural also note nearest town/city and distance)

3.1.3 number of people living in the area

3.1.4 gender, language(s), income, population groups, etc.

**ATTACH AS APPENDIX 3.1**

3.2 If the community is a community of interest applicant is requested to state:

3.2.1 the nature of the common interest

3.2.2 size of this community in the proposed broadcasting area

3.2.3 gender, language(s), youth, religion, culture, etc.

**ATTACH AS APPENDIX 3.2**

3.3 Fully describe how the broadcasting service will serve the community.

**ATTACH AS APPENDIX 3.3**



## **SECTION D: Demand, Need and Support for the Proposed Service**

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### **4. APPEAL OF PROGRAMME SERVICE**

4.1 Motivate fully to what extent, and in what way, the proposed programme service is designed to cater for the tastes and interests of the community concerned.

4.2 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 within part or all of the licence area?

**ATTACH AS APPENDIX 4**

### **5. NEED FOR THE PROPOSED BROADCASTING SERVICE**

5.1 What need is there for the proposed service within the licence area, having regard to the sound broadcasting service(s) already existing therein?

5.2 List existing sound broadcasting services available in the proposed coverage area.

**ATTACH AS APPENDIX 5**

### **6. DEMAND FOR THE PROPOSED BROADCASTING SERVICE**

Describe the demand for the proposed broadcasting service. 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 in the area.

**ATTACH AS APPENDIX 6**

### **7. LOCAL SUPPORT FOR THE PROPOSED BROADCASTING SERVICE**

Does the applicant have the support of the relevant community? If so, on what basis has this support been measured for instance:

7.1 applicant should provide a summary of details of the signatures obtained by means of a list containing –

7.1.1 an appropriate declaration that, as regards to the provisions of the proposed broadcasting service, the applicant has the support of each signatory;

7.1.2 the signatures of members of the community who support this application;

7.1.3 the name and address of each signatory; and

7.1.4 the personal characteristics of each signatory which qualify him or her as a member of the community, which may include gender, age, religion, language, and any other relevant characteristics.

**ATTACH AS APPENDIX 7.1**

7.2 applicant should provide correspondence, minutes of meetings, lists of bona fide members of voluntary associations and any other documents that show whether, as

regards to the provision of the proposed broadcasting service, the applicant of the community.

**ATTACH AS APPENDIX 7.2**

7.3 applicant should provide letters or other documents that show -

7.3.1 the amount of funding which the proposed broadcasting service is likely to receive from each different sources, whether donations, grants, sponsorships and advertising, membership fees, throughout the licence period;

7.3.2 the extent of resources other than funding which the proposed community sound broadcasting service is likely to receive and sources thereof.

**ATTACH AS APPENDIX 7.3**

**8. COMPLAINTS AND CODES OF OPERATION**

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

**ATTACH AS APPENDIX 8**

9. Are you a member of or do you intend becoming a member of any broadcasting organisation (e.g National Association of Broadcasters, Broadcasting Commission of South Africa, National Community Radio Forum, Association of Christian Broadcasters etc)?

**ATTACH AS APPENDIX 9**

10. Are you a member of the Advertising Standards Authority?

**ATTACH AS APPENDIX 10**

## SECTION E: Programming

RESPONSES TO THIS SECTION OF THE APPLICATION WILL FORM THE BASIS OF THE APPLICANT'S "PROMISE OF PERFORMANCE", TO BE INCORPORATED IN THE LICENCE ISSUED FOR THE LICENCE PERIOD

### 11. PROPOSED PROGRAMME SERVICE

11.1 Describe how the proposed broadcasting service will encourage members of the community served by it or persons associated with or promoting the interests of such community to participate in the selection and provision of programmes to be broadcast in the course of such broadcasting service.

**ATTACH AS APPENDIX 11.1**

11.2 Outline, briefly and in general terms, the approach and objectives of the proposed programme service and the broad format and content to be provided, and also indicate when your peaktime will be, the extent to which output would be locally-originated or part of a wider, externally-sourced service.

**ATTACH AS APPENDIX 11.2**

### 12. PROGRAMME SCHEDULE

Provide an outline of the proposed programmes schedule for:

- 12.1 a typical weekday (indicating variations from day to day, as appropriate)
- 12.2 a typical Saturday; and
- 12.3 a typical Sunday.

Describe for each programme sequence, airtime devoted to music and speech. Indicate the duration and scheduling of any local/regional and/or national/international news output. These should be consistent with responses to other questions in this section of the application.

**ATTACH AS APPENDIX 12**

**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.

**13. South African Music**

Give details of how the proposed service will comply with the Authority's South African music Regulations applicable to community sound broadcasting services.

**ATTACH AS APPENDIX 13**

**14. News Output**

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

**ATTACH AS APPENDIX 14**

**15. LOCAL ORIGINATION OF PROGRAMMES**

Provide details of how the proposed service will comply with the Authority's requirements on *programme networking/syndication*.

**ATTACH AS APPENDIX 15**

**16. PROPOSED LANGUAGES**

With regards to programming other than music, state which language(s) will be used. Give details of the expected amounts of such programming and an estimate of the number of the community concerned living in the coverage area who understand the language(s) to be used. Give the percentage of the total population of the licence area which they represent:

**ATTACH AS APPENDIX 16**

**17. BROADCASTING HOURS**

Please note daily intended broadcast hours during each day of the week.

**ATTACH AS APPENDIX 17**

**SECTION F: Finance**

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**18 FINANCIAL MATTERS**

Applicants are required to attach proof of the following:

- 18.1 Business plan.....**ATTACH AS APPENDIX 18.1**
- 18.2 Funding.....**ATTACH AS APPENDIX 18.2**
- 18.3 Sources of Grants and Donations..... **ATTACH AS APPENDIX 18.3**
- 18.4 Sources of Funds for Establishment and Operation of  
the Station.....**ATTACH AS APPENDIX 18.4**
- 18.5 Cost of Establishing the Station.....**ATTACH AS APPENDIX 18.5**
- 18.6 Projected three-year income statement.....**ATTACH AS APPENDIX 18.6**
- 18.7 Projected cash flow statement (first three years of  
Operation.....**ATTACH AS APPENDIX 18.7**
- 18.8 Income and Expenditure Statement.....**ATTACH AS APPENDIX 18.8**

**SECTION G: Technical**

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- 19.** Give details of the company responsible for signal distribution. 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.

Please note that only signal distributors licensed by the Authority may be appointed to do signal distribution on the applicant's behalf. A list of category 1 and 2 licensed signal distributors is available from the Authority on request.

- 20.** If applicant will transmit its own signal, the following questions must be answered and the following information must be provided:

**20.1 Transmission Sites**

Does the applicant propose to locate the transmitter and the mast/antenna at the same site as used by an existing broadcasting or telecommunications licensee? 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 20.1**

**20.2 Existing Sites**

Provide an outline description of the existing transmission site. Has the applicant entered into negotiations with the owner/operator of the site 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 20.2**

**20.3 New Sites**

Provide full details of the proposed site including its location given in degree, 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 20.3**

**21. 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 details of the person's technical competence to undertake this task.

**ATTACH AS APPENDIX 21**

**22. 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 calibration of test equipment.

**ATTACH AS APPENDIX 22**

**23. STUDIO LOCATION**

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

**ATTACH AS APPENDIX 23**

**24. STUDIO LAYOUT**

Provide a rough plan for 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 24**

**25. 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 25**

**26. COVERAGE 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 26**

**27. 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 27**

**28. TRANSMITTERS AND TRANSMISSION**

1	Name of Transmitting Station	
2	Name of Site	
3	Address of Site	
4	Geographical Co-Ordinates (degree, minutes, seconds)	
5	Site Height Above Sea Level	
6	Mast Height	
7	Mid antenna Height Above Ground Level	
8	Effective Antenna Height in Different Azimuths Every 10°	
9	Assigned Frequency	
10	Transmitter Output	
11	Frequency Stability	
12	RF Bandwidth	
13	Designation of Emission	
14	Spurious and Out Band Emission Power Levels	
15	Feeder Type Length	
16	Feeder Losses	



17	Other System Losses	
18	Antenna Gain	
19	Maximum ERP	
20	Directivity	
21	ERP in dBW in Different Azimuths every 10°	
22	Vertical Radiation Pattern	
23	Null Fill	
24	Beam Tilt	
25	Polarisation	

**SECTION H: Concluding Section**

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**29. OTHER MATTERS**

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

**ATTACH AS APPENDIX 29**

**30. AFFIDAVIT**

Applicants must conclude their submission with the following certificate:-

I acknowledge that the Independent Communications Authority of South Africa reserves the right 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 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 be binding on his/her conscience.

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**COMMISSIONER OF OATHS**

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