

---

## GENERAL NOTICE

---

### NOTICE 296 OF 2005



### Independent Communications Authority of South Africa

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

### **INDEPENDENT COMMUNICATIONS AUTHORITY OF SOUTH AFRICA GUIDELINES TO APPLY FOR A LOW POWER SOUND BROADCASTING LICENCES**

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 low power 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. Eleven copies plus the original of the completed application form must be submitted.
4. Each application must be permanently bound (using either heat or spiral binding).
5. Each application must have a cover sheet that clearly shows the name of the applicant and the date of the application.
6. 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.

7. 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.
8. 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.
9. Every application for a community low power sound broadcasting licence must be accompanied by a fee of one thousand five hundred rand (R1500, 00).
10. Community low power sound broadcasting service licences shall not be issued to successful applicants unless a fee of two hundred rand (R200, 00) has been paid to the Authority.
11. Every application for a commercial low power sound broadcasting licence must be accompanied by a fee of five thousand rand (R5000.00).
12. Commercial low power sound broadcasting licences shall not be issued to successful applicants unless a fee of five hundred rand (R500.00) has been paid to the Authority.
13. Every application for a special event community low power sound broadcasting licence must be accompanied by a fee of five hundred rand (R500.00).
14. Special event community low power sound broadcasting licences shall not be issued to successful applicants unless a fee of five hundred rand (R 500.00) has been paid to the Authority.
15. Every application for a special event commercial low power sound broadcasting service licence must be accompanied by a fee of two thousand rand (R 2000.00)
16. 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.
17. Applications, accompanied by the application fee must be submitted to the Licensing Unit of the Independent Communications Authority of South Africa at 164 Katherine Street, Block D, Pinmill Farm, Sandton.
18. Failure to comply with any of these requirements may render the application liable for disqualification without refund of the application fee.

## Schedule 2

### FORM FOR APPLICATION FOR A LOW POWER 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 Low Power Sound Broadcasting Licences dated 24 October 2003 and any regulations or guidelines issued by the Authority for the assistance for Low Power 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

**CATEGORY OF LICENCE:**

Commercial: [ ]

Commercial (Short term): [ ]

Community: [ ]

Community (Short term): [ ]

1. PARTICULARS OF APPLICANT ( Person body/entity applying for licence)		
1.1	Full name of applicant	Send notices and communications to the following individual at the address below.
		Name:
	Street Address	Street Address
	Postal Address	Postal Address
	Postal Code:	Postal Code:
	Telephone No. (Including area code)	Telephone No (Including area code)
	Home: ( )	Home: ( )
	Work: ( )	Work: ( )
	Cell:	Cell:
	Fax:	Fax:
	e-mail:	e-mail:

1.2 Abbreviated name of name of applicant .....

1.3 Proposed name of broadcasting service .....

1.4 Legal form of applicant: e.g. voluntary association, section 21 company, trust, close corporation, (Pty) Ltd, other (Attach certified copy of constitution, memorandum and articles, trust deed or other founding document signed by two office bearers of the body /entity).

1.5 If registered, Yes / No.....

1.5.1 Office of registration.....

1.5.2 Date of registration.....

1.5.3 Registration No. ....

1.6 Is the applicant a non profit entity? .....

1.6.1 If yes, how is this claim justified? .....

(refer to section of founding document)

1.6.2 If yes, what mechanisms are in place to ensure that the applicant will always be non profit? .....

**OR**

1.7 Is applicant is a profit making entity? .....

1.7.1 If yes, how is the claim justified? .....

1.7.2 What is the nature of the entity? .....

1.7.3 Give full particulars of shareholding agreements if any? .....

## **2. PARTICULARS OF CONTROLLING ENTITY (if any)**

Is applicant controlled by any other person or body? .....

If yes, provide:

2.1 Full name of controlling entity .....

- 2.2 Abbreviated name (if any).....
- 2.3 Legal form of controlling entity e.g. voluntary association, section 21 company, trust, (Pty) Ltd or other .....
- 2.4 If registered:
  - 2.4.1 Office of registration .....
  - 2.4.2 Date of registration .....
  - 2.4.3 Registration no. ....
- 2.5 Is the controlling body profit or non profit? .....
- 2.5.1 If yes to any of the above, how is this claim justified? .....
- 2.5.2 If yes to any of the above, what mechanisms are in place to ensure profit or no profit? .....

**3. NATURE OF LOW POWER SOUND BROADCASTING SERVICE**

- 3.1 Is the licence sought for an event or events? .....
- 3.1.1 If yes describe the event or events and the expected commencement and expiry dates and times .....
- 3.2 Explain your plans and requirements .....
- 3.3 For what period is the licence required? (Note that a short term licence is only valid for a period not exceeding thirty days) .....
- 3.4 If the licence is granted, when will the service commence? .....

**4. COMMUNITY**

<b>GEOGRAPHICALLY FOUNDED</b>		<b>COMMON INTEREST</b>	
-------------------------------	--	------------------------	--

- 4.1 If the community is geographically founded the applicant is requested to state:
- 4.1.1 Whether it is urban, peri-urban, rural .....
- 4.1.2 The towns and cities included in the geographical area as well as the distance .....
- 4.1.3 The number of people living in the area.....
- 4.1.4 The salient features i.e. age, gender, language, income, education levels and population groups .....

**OR**

- 4.2 If the community is of interest the applicants are requested to state:
- 4.2.1 The nature of the common interest .....
- 4.2.2 Size of the community in the proposed broadcast area .....
- 4.2.3 The salient features i.e. age, gender language, income, education levels and population groups .....

**NB** The applicant must submit the relevant documentation to substantiate its statements to the above questions such as surveys, statistics etc .....

**5. PURPOSE OF APPLICATION**

- 5.1 For what purpose is the application sought for? .....
- 5.2 How will the broadcasting service serve the proposed community? .....

**6. DEMAND, NEED AND SUPPORT**

- 6.1 Describe the demand for the proposed broadcasting service and how was this demand established.....
- 6.2 Describe the need for the proposed service and how this was established .....

- 6.3 What is the support for the broadcasting service? Provide proof of this support.....
- 6.4 List and describe other broadcasting services in the area.....
- 6.5 How will your proposed service differ from other broadcasting services in the area? .....

**7. COMMUNITY PARTICIPATION**

- 7.1 What mechanisms are in place in the founding documents that would ensure community participation? .....
- 7.2 Describe how the proposed broadcasting services will encourage members of the community served by it or persons associated with it or promoting the interest of such community to participate in the activities of the radio station such as selection and provisioning of programmes to be broadcast in the course of such broadcasting.  
.....  
.....  
.....

**8. MANAGEMENT**

- 8.1 State full particulars in respect of each person or body which will be in a position to control the applicant, directly or indirectly either in his or her personal capacity, or as a member of the board of directors, trustees or other governing body or top management structure of the applicant or its controlling entity (if any) such as:
  - 8.1.1 Full names.....



- 8.1.2 ID Numbers and date of birth.....
- 8.1.3 Address (Home).....  
(Business).....
- 8.1.4 Nationality.....
- 8.1.5 Gender.....
- 8.1.6 Occupation .....
- 8.1.7 Qualification .....
- 8.1.8 Relevant work experience and employment history. ....  
*(a full and complete business record (CV) of such persons must be provided)*
- 8.2 Any experience in regard to community radio or broadcasting in general.  
.....  
(All the above must be verified by certified copies of the relevant documents)
- 8.3 Attach the record of the applicant and each person referred to in 5.2 above in relation to situations requiring trust and candour.  
.....
- 8.4 Are any of the above members of the board in a position the control the operations of the applicant directly or indirectly? .....
- 8.5 Is any of the directors or top management office bearers of a political party? .....
- 8.6 Give details and copies of any management agreements, consultancy agreements, network agreements, franchise agreement or any other agreement relating to the proposed service management.....  
.....
- 8.7 Give particulars of any interest in another broadcasting service, or proposed interest in another broadcasting service, held by the applicant, any person exercising any material degree of control in the operation of the service .....

- .....
- 8.8 Provide all relevant documentation and policies in regard to Human Resource such as employment, gender, remuneration, finance and other policies.....
- 8.9 Provide a control management and staffing organizational chart showing all proposed station management and staff posts ,and indicate clearly the planned reporting structure (organogram) .....
- .....
- 8.10 Give the proposed number of full time and part time or volunteers' staff of the radio station (Also indicate the gender and racial composition) .....
- .....
- 8.11 Which management functions will be shared with another radio station or institution or broadcasting service, consultancy or agency? .....
- .....
- 8.12 Give details of any agreements and or contracts of any activities that will be contracted out to agencies, consultants or other institutions .....
- .....

**9. FINANCE**

- 9.1 How is the station going to be funded? .....
- 9.2 Give particulars of the sources of funding and the proposed amount .....
- 9.3 Provide the Authority with a full business plan for the proposed service.....
- 9.4 Give abbreviated details of financial projections for a three year licence period: (use the following guidelines below)

**INCOME PROJECTIONS**

<b>Financial projections</b>				
<b>Source of funds and operation of station</b>				
<b>Revenue Category</b>	<b>Pre-operation Rands</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
<b>Community Sources</b>				
Donations				
Membership Fees				
Airtime				
other				
other				
<b>TOTAL</b>				
<b>Business Sources</b>				
Donations				
Sponsorships				
Airtime				
Membership Fees				
Other				
<b>TOTAL</b>				
<b>Government Sources</b>				
Grants				
Equipment Value				
Other				
<b>TOTAL</b>				
<b>GRANDTOTAL</b>				

**PROJECTED EXPENDITURE**

Sources	Pre-operation Rands	Year 1	Year2	Year 3
Studio Equipment				
Licence Fees				
Subscription fees				
Salaries				
Wages/stipends				
Studio Production costs				
Signal distribution				
Development				
Other Expenses				
<b>TOTAL</b>				

**SUMMARY**

	Pre-operations	Year 1	Year 2	Year3
<b>INCOME</b>				
<b>EXPENSES</b>				
<b>GRANDTOTAL</b>				
<b>Surplus/Deficit</b>				

9.5 Provide further information that the resources and financial arrangements of the applicant are such that there are reasonable prospects that it will be able to provide a service .....

9.6 Did the applicant receive letters of commitment from funders? .....

9.7 If yes, please list and provide copies.....

**10. PROGRAMMING**

10.1 What are the proposed hours of broadcasting?.....

10.2 Attach particulars of the proposed programme schedule.....

10.3 Format: What is the format of the radio station in terms of the percentage of Talk..... and Music.....

10.4 Music: Give the proportion of broadcast time to be dedicated to:

South African Music.....

International Music .....

Other Music.....

(See Regulations on South African Music for minimum quota)

10.5 Give particulars of the portion of time in minutes allocated to particular languages of broadcast.....

10.6 Give particulars of any network agreements.....

**11. TECHNICAL**

*The information requested hereunder can be supplied in the space provided or in the form of an accompanying schedule.*

**11.1 The proposed licence area**

11.1.1 Describe the geographic limits/boundaries of the area.....

.....

11.1.2 Give reasons for selecting the area.....

.....

.....

**11.2 Studio location**

- 11.2.1 Give particulars of the studio location .....
- .....
- 11.2.2 Is the studio accessible to members of the community? .....
- 11.2.3 Give details of the outlay of the studio.....
- .....

**11.3 Transmitters and transmitter characteristics**

- 11.3.1 Name of transmitter site .....
- 11.3.2 Geographical co-ordinates (deg. Min. sec) .....
- 11.3.3 Site Height above sea level .....
- 11.3.4 Assigned /proposed frequency.....
- 11.3.5 Mid Antenna Height .....
- 11.3.6 Particulars of the geographical target area (Include coverage map)
- .....
- 11.3.7 Transmitter output power (maximum 1 Watt) .....

**11.4 Programme**

- 11.4.1 Hours of operation .....
- 11.4.2 On air date .....
- 11.4.3 Frequency stability .....
- 11.4.4 R.F bandwidth .....
- 11.4.5 Designation of emission .....
- 11.4.6 Spurious and out of band .....
- 11.4.7 Directivity.....
- 11.4.8 Effective radiated power in different azimuths (every 10').....
- 11.4.9 Vertical radiation pattern.....
- 11.4.10 Null fill.....

- 11.4.11 Beam Tilt .....
- 11.4.12 Effective antenna height .....
- 11.4.13 Antenna polarization .....
- 11.4.14 Programme feed including type and source.....
- 11.5 Give full particulars of the precautions to be taken against interference with other broadcasting services. ....
- 11.6 Attach horizontal radiation pattern .....
- 11.7 RDS Service .....
- 11.8 SST Service .....

### 11.7 Equipment

- 11.7.1 Furnish particulars with any make model names of each proposed transmitter item of equipment to be used in broadcasting .....
- .....
- 11.7.2 Furnish particulars of any test equipment (in the form of attached schedule if possible) to which the applicant has access .....
- .....
- .....

### 11.8 Maintenance

- 11.8.1 Furnish particulars of the technical qualifications, expertise and experience of the person/s who will control the transmitters, the transmission and distribution of broadcasting signals and other matters.....
- .....
- 11.8.2 Does applicant belong to any statutory engineering body or professional organization/institute related either directly or indirectly to the technicalities of signal distribution? .....

**11.9 Compliance with environmental and other laws**

- 11.9.1 Has applicant taken due cognisance of the environmental impact of the applicants operational activities? .....
- 11.9.2 If so give particulars .....
- 11.9.3 State whether consent, permission or other authorisation is required in terms of laws relating to environmental, towns planning, or occupational health and safety .....
- 11.9.4 If so state whether all such consents, permissions or other authorisations are being or have been obtained .....
- 11.9.5 Confirm whether the applicant is in possession of a copy of the code of conduct from broadcasting services .....
- 11.9.6 Confirm whether the applicant is in possession of a copy of the current code of advertising Practice of the Advertising Standards Authority of South Africa .....

**12. OTHER MATTERS**

Set out below in a schedule any other information which may be relevant to the application or which may assist the Authority in considering the application, having regard to the objects and principles as enunciated in section 2 of the Act and to the consideration and criteria mentioned in regulation 8 of the Independent Communications Authority of South Africa 1994 and Regulations on Low Power Sound Broadcasting 2003 .....

.....

.....

.....



**13. CONCLUSION**

The applicant acknowledges that the statements in this form and accompanying documents will be relied upon by the Authority, and confirms that to the knowledge and belief of the applicant all such statements are true and correct.

**SIGNED ON THIS.....DAY OF.....20.....**

Full names of signatory.....

For and on behalf of.....

**Signature .....**      **Date.....**

**Witness:**

Full names of Witness.....

**Signature .....**      **Date.....**

**NOTE:**      Attach copy of resolution by applicant authorising signatory to sign this application on behalf of the applicant.

---