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GENERAL NOTICE

NOTICE 1746 OF 2005



INDEPENDENT COMMUNICATIONS AUTHORITY OF SOUTH AFRICA (ICASA) NOTICE OF PUBLICATION OF THE DISCUSSION PAPER ON THE REVIEW OF COMMUNITY SOUND POLICY

The Independent Communications Authority of South Africa ("the Authority") hereby publishes its Discussion Paper on the Review of Community Sound Policy. The purpose of the Discussion Paper is to generate comment from all stakeholders on the Review of Community Sound Broadcasting Policy ("the Review") in South Africa. Section 28 of the Independent Broadcasting Authority Act, Act No. 153 of 1993 ("IBA Act") provides that the Independent Communications Authority of South Africa ("the Authority") may from time to time conduct an inquiry into any matter relevant to the achievement and application of the principles of broadcasting as enunciated in section 2 of the Act. The primary objective of the inquiry is to:

- solicit public participation and input in reviewing the regulatory framework for community sound broadcasting in South Africa; and
- generate discussion on the appropriate policy and licensing framework for existing and new community sound broadcasting services:

The main aim of the inquiry is to review the Authority's policy, outlined in the Community Sound Broadcasting Services: Position Paper on Four Year Licences ("the Position Paper") and regulations published in June **1997**. From a policy review point, in relation to the current community sound broadcasting policy framework, the revised policy approach will focus on growing and sustaining the community sound broadcasting sector.

The 1997 position paper provides the standard upon which varying areas of community sound broadcasting are regulated by the Authority including issues of content, funding, advertising, sponsorship and community participation, its main focus was on creating a landscape and regulation for licensing four year community sound broadcasting services. In contrast the revised position paper seeks to create regulatory mechanisms that make for a coordinated and sustainable community sound broadcasting sector including the following.

- 1 Revised rules setting out the guidelines for regulating community sound broadcasting and the development of appropriate licence conditions for community sound broadcasters;
- 2 Revised rules setting the guidelines for community sound broadcasting and signal distribution license fees.
- 3 Community Sound broadcasting as a vehicle for development, this would take into account the rural and urban development nodes that were identified in the Integrated Rural Development Strategy (ISRD).

The Discussion Paper is structured in the form of questions supported by explanatory and contextual discussion. Questions posed are not necessarily all encompassing and submitters should feel free to provide additional information and any economic or other research they feel necessary to substantiate their responses. The paper is divided into five sections. Section **A** and **B** establishes the guiding policy principles or framework for the review of community sound broadcasting, as well as the enabling legislation in South Africa. Section **C** investigates community sound broadcasting services, and in relation to this considers aspects such as

- 9 community sound broadcasting programming;
- advertising and a funding model for community sound broadcasting;
- 9 access and infrastructure;
- 9 capacity building and governance issues;
- 9 sustainability strategies;
- 9 networks and partnerships; and
- 9 the signal distribution licensing framework and related tariff structures.

Section **D** adopts a similar approach to Section **C** in investigating the various policy options that should be covered by the review and concludes with a set of policy questions that should be considered for inclusion in this regard. Section **E** explores ancillary issues that have an impact on the efficacy of the review on community sound broadcasting services, including policy implementation and evaluation considerations and the impact of new technologies on the community sound broadcasting sector

The Authority invites interested parties, stakeholders and the public to respond to the issues and questions raised in the Discussion Paper. Submissions will be public documents and should be provided to the Authority in both electronic and hard copy formats. Electronic copies will facilitate the posting of submissions on the Authority's website (<http://www.icasa.ora.za>).

