

---

## GENERAL NOTICE

---

### NOTICE 1609 OF 2007



Independent Communications Authority of South Africa  
Pinmill Farm, 164 Katherine Street, Sandton  
Private Bag X10002, Sandton, 2146

#### **APPLICATION FOR COMMERCIAL LOW POWER SOUND BROADCASTING SERVICE LICENCE: BRIDGECAST CC**

1. The Independent Communications Authority of South Africa ("the Authority") hereby gives notice, in terms of the provisions of section 9 read with section 93(10)(a) provisions of the Electronic Communications Act, No 36 of 2005, that it has received an application from the Bridgecast CC for a commercial low power sound broadcasting service licence. The details of the application are contained in the schedule below.
2. The application is available and open for inspection by interested persons in the Authority's library during the Authority's normal office hours.
3. Interested persons are invited to lodge written representations in relation to the application by no later than 13 December 2007. Representations must be directed to Mr. Ngoako Malatji at the Licensing Unit, Broadcasting Division, Independent Communications Authority of South Africa at Block D, Pinmill Farm, 164 Katherine Street, Sandton, Johannesburg or Private Bag x 10002 Sandton, 2146 or by fax no. (011) 448 2186.
4. Persons who lodge representations in terms hereof, shall at the time of lodgement furnish proof to the satisfaction of the Authority that a copy of the representation has been delivered by hand or post to Mr. Robert Blake, Bridgecast CC, 39 Spithead Royal Alfred, Marina Port Alfred, PO Box 2779 Port Alfred 6170, or by fax to (011) 215 1111.
6. Bridgecast CC shall be entitled to respond in writing to written representations made by interested persons on the proposed renewal, and such written response must be lodged with the Authority within thirty (30) days of the date of publication of this notice in the *Government Gazette*. Bridgecast CC must, at the time of lodging such written response, furnish proof to the Authority's satisfaction that it has delivered a copy of such response by hand, or has sent a copy of such response by registered mail or by facsimile to the relevant person having made such written representations.

**PARIS MASHILE  
CHAIRPERSON  
ICASA**

**SCHEDULE****1. Name of the broadcasting service:**

Bridgecast FM.

**2. Legal Entity:**

Close Corporation.

**3. Name and address of Applicant:**

Bridgecast CC, 39 Spithead Royal Alfred, Marina Port Alfred.

**4. Target audience:**

People in the visual vicinity of the Port Alfred Bridge.

**5. Nature of Proposed Service:**

Commercial low power sound broadcasting service aimed at broadcasting programmed music, voice over scene setting and thank you's message broadcasts to sponsors and donors for the community and tourists in the visual vicinity of the Port Alfred bridge during the bridge illuminations which forms part of the hourly sound and light show each evening.

**6. Proposed Signal Distributor:**

Bridgecast CC.

**7. Transmitter Location:**

Port Alfred Bridge.

**8. Preferred frequency band and effective radiated power:**

89.7 MHz with 1 Watt ERP.

---