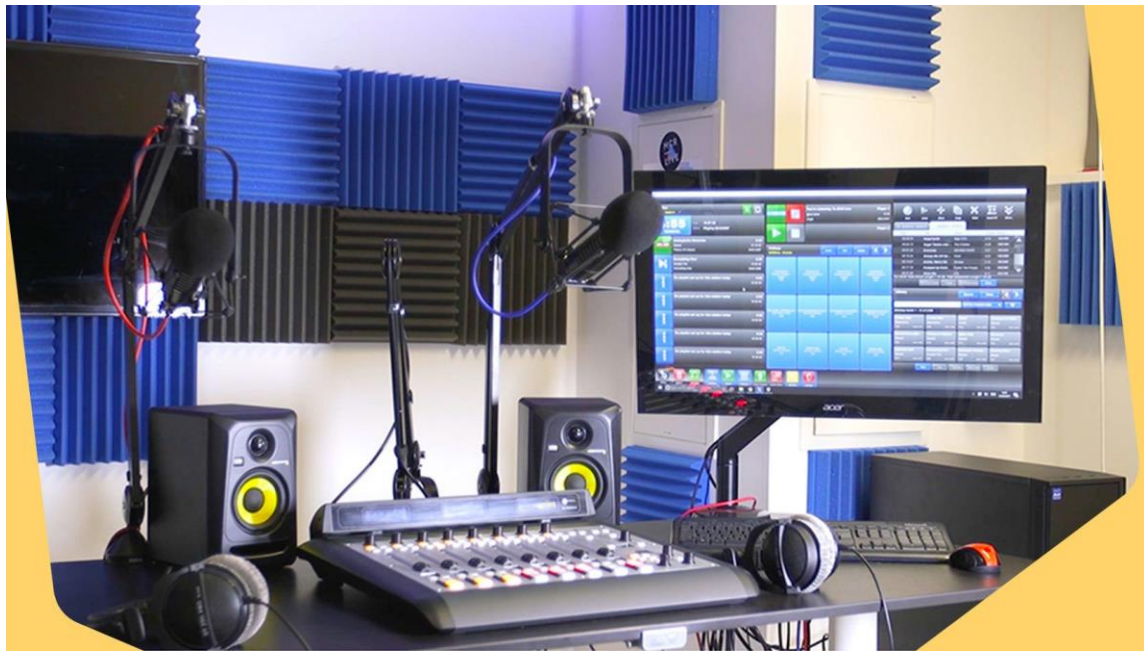




MIDLANDS 104 FM



**INVITATION TO PRE-REGISTER FOR COMMUNITY SOUND BROADCASTING
SERVICES AND RADIO FREQUENCY SPECTRUM LICENCES**

**INDEPENDENT COMMUNICATIONS AUTHORITY OF SOUTH AFRICA
NOTICE 606 OF 2019**

APPLICANT: MPUMELELO SPORT AND CULTURE EXPERIENCE

SERVICES: COMMUNITY SOUND BROADCASTING

YEAR OF APPLICATION: 2020

MPUMELELO SPORT & CULTURE EXPERIENCE **operating as** MIDLANDS 104 FM
4 NELSON CLOSE, LINCOLN MEADE, 3201 PIETERMARITZBURG
072 084 466 8 033 396 117 8 074 732 325 7

APPENDIX 4.2

COMMUNITY

Pietermaritzburg also known as uMgungundlovu is the Capital and second largest city in the province KwaZulu-Natal, with estimated population at over 1 095 865 residents, 52% of which are females, and 42% males with an average salary of R179k and has one of the largest population of Indians South Africans in South Africa;

Black African	84.5%	Zulu	76.4%
Coloured	2.02%	English	15.3%
Indians	6.68%	Afrikaans	4.2%
White	6.28%	Xhosa	3.5%
Other	0.5%	Other	6.3%



Pietermaritzburg is predominantly Black Africans, and mostly with IsiZulu speaking population, it is partially influence by English and Afrikaans speaking people, with IsiXhosa and other languages at above 10%.

Pietermaritzburg is under the uMgungundlovu District Municipality which comprises of 7 local municipalities, which are predominantly rural with unemployment and literacy challenges especially amongst the youth and female.



APPENDIX 5.1

NATURE OF SERVICE TO BE LICENCED

A Community Sound Broadcasting Services providing programming in the form of News, Community Development, Drama, Sports, Music and Entertainment.



APPENDIX 9.1

CONTROL AND MANAGEMENT

i. CONTROL

Mpumelelo Sport and Culture Experience (MSACE) is a non-profit organization (156-585 NPO) registered on 05 August 2015, operating in Pietermaritzburg with the objective of keeping the local children out of the streets by starting community radio station focusing on developing the local community. The proposed radio station will be called **Midlands 104 FM**. This radio station will provide a mechanism for enabling individuals, groups, and local communities to tell their own stories, to share experiences. It will also act as a vehicle for the community, civil society, agencies, NGOs and citizens to work in partnership with us to further community development aims.

INTERIM BOARD OF DIRECTORS

No	Name	PORTFOLIO	QUALIFICATIONS	IDENTITY NUMBER
1.	Mr Bheki Radebe	(Risk & Security Management) Chairperson	Bachelor of Laws (LLB) Bachelor of Arts (Police Science) National Diploma in Police Administration	641006 5602 083
2.	Ms Nomvelo Mkhwanazi	Policy Development Deputy Chairperson	Bachelor of Social Sciences (Legal Studies) Bachelor of Laws (LLB)	940724 0922 088
3.	Ms Mandisa Barlow	Secretary	Bachelor of Arts National Diploma in Public Relations	891004 0795 082
4.	Mr Sithembiso Dlamini	Station Manager (ex-officio)		750406 5605 085
5.	Ms Nomaswazi Mnisi	Chief Financial Officer (ex-officio)	Bachelor of Commerce in Finance & Supply Supply Chain Management	920302 0763 083
6.	Dr Bongane Mabaso	Finance and Information Technology	PhD Technology Management Master of Commerce Master of Science Bachelor of Science	730120 5436 087
7.	Ms Nhlakanipo Msimang	Programmes & Marketing	Bachelor of Social Science Honours - Management	830219 0630 089
8.	Mr Nkululeko Mkhize	Human Resource & Skills Development <i>Representing Mpumelelo Sport and Culture Experience</i> (ex-officio)	Bachelor of Commerce in Management and Human Resource	850616 6528 081



The Station Manager and the Chief Financial Officer will be ex-officio members to the Board of Directors and Mr Nkululeko Mkhize will also be an ex-officio member representing MSACE. The members of the interim Board of Directors are people that are well educated and have a sole interest of developing and uplifting the lives of the local people. These individuals hold various senior and strategic positions in various organisations. The main function of the board will be strategic management of the station, soliciting funds/grants and policy decisions. The management of Midlands 104 FM will be accountable to the board of directors.

ii. MANAGEMENT

MANAGEMENT COMMITTEE

Directly under the board of directors will be a station manager. The station manager will be the member secretary of the board. The station manager will be authorized to enter into contract with third party organizations. Under him will be different sub-committees and departments namely program department, technical department, administration and marketing department.

The day to day management of the station will be handled by the following management team:

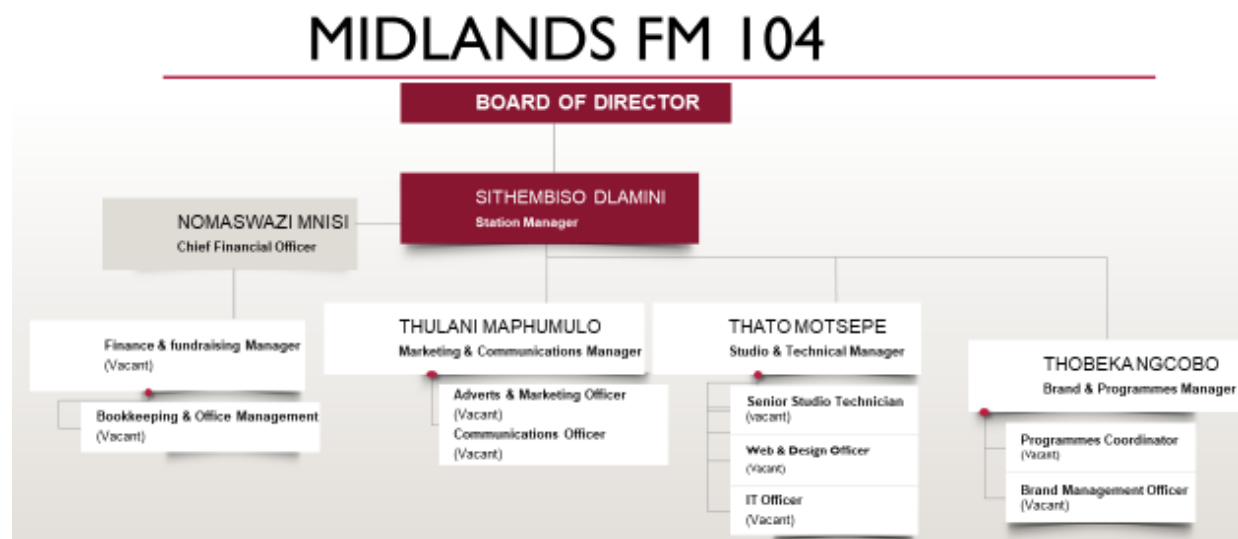
INTERIM STATION MANAGEMENT

No	Name	PORTFOLIO	QUALIFICATIONS	IDENTITY NUMBER
1.	Mr Sithembiso Dlamini	Station Manager		750406 5605 085
2.	Ms Nomaswazi Mnisi	Chief Financial Officer	Bachelor of Commerce in Finance & Supply Chain Management	920302 0763 083
3.	Mr Thulani Maphumulo	Marketing & Communications Manager	Bachelor of Technology in Public Relations Bachelor of Technology in Public Management Senior Teachers' Diploma Advance Certificate in Education (ACE) Travel & Tourism Sales & Marketing Management Certificate	750629 5631 088
4.	Thato Motsepo	Studio & Technical Manager	Bachelor of Practical Music Diploma in Sound Engineering	860308 5794 082
5.	Thobeka Ngcobo	Brand & Programmes Manager	Bachelor of Business Administration in Brand Building and Management	951001 0247 087



The team members have necessary skills, qualification and knowledge to take this radio station to the great heights. Our Station Manager has extensive experience in community radio station as he has worked at Radio Pietermaritzburg and Capital 104 FM, and our Marketing & Communications Manager holds a degree in Media Studies and Public Relations and has worked for uMgungundlovu FM and Capital 104 FM. Our Chief Financial Officer holds a Bachelor of Commerce degree in Finance & Supply Chain.

Station Manager and the Chief Financial Officer will be the ex-officio members of the board, and the Station Manager will report to the Board of Directors. The management responsible for daily operations reporting to the Station Manager. The Board of Directors will not interfere with of operations and the daily running of the station.



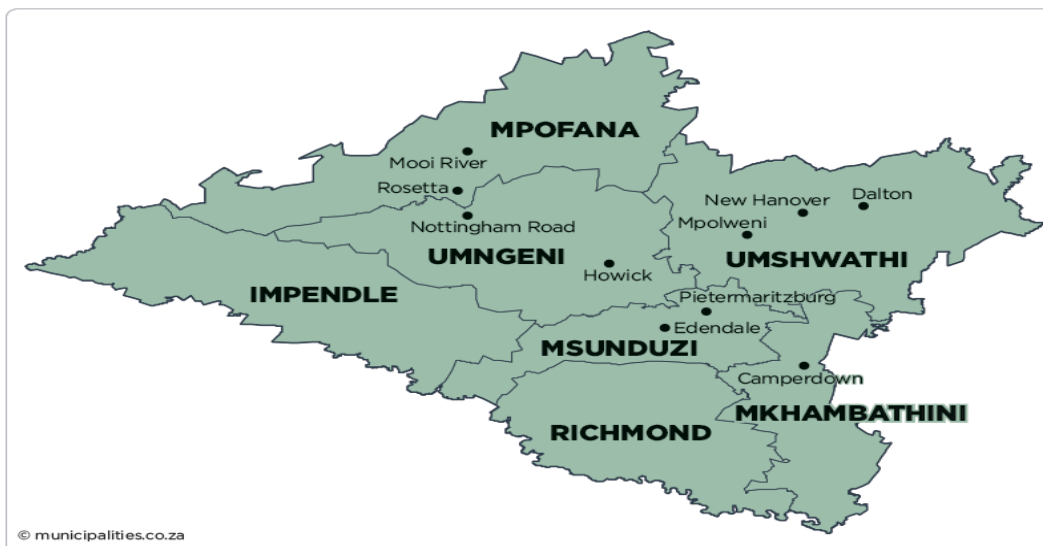
DEMAND, NEED AND SUPPORT

DEMAND

The programmes we are going to have will be informed by the needs of our target audience. Between November 2019 and March 2020 we held consultative meetings in Imbali, Edendale, Taylors, Sobantu.



During the public participation meetings in Pietermaritzburg





One community radio station is not enough for a big city like Pietermaritzburg. In case of radio station, the ultimate customers are the listeners which is the appropriate audience and market. The uMgungundlovu District covers about 9514.594 square kilometers and constitutes about 10% of the Province of KwaZulu-Natal and we are number two in size after eThekweni Metro. Since it is a community radio station established in a district with majority of population living below the poverty line, in a young democracy. It does not expect to get return from the listeners by selling its services. Therefore, the main buyers of the radio services are the government departments, specifically health, education, agriculture, forestry, women, and NGOs and INGOs including the bilateral organizations working in the region who will buy air time of the radio services to disseminate their information to their target beneficiaries. Interaction with these government departments at consultative interventions revealed that these departments are ready to sponsor programmes, and co-partner in community development programmes should we become successful in obtain the licence.

As a media, the major competition of Midlands 104 FM will be local radio called uMgungundlovu Community Radio, national radio stations, local newspapers, word of mouth, indigenous public announcement, workshop, training and street drama, etc. However, due to its remoteness and absence of public announcement systems, majority of the population have been deprived access to these facilities. Therefore, Midlands 104 FM will have to compete with local radio, national and regional radio stations. But since, these stations do not serve the specific interest of the people of Pietermaritzburg, Midlands 104 FM will be a vehicle to inform and educate the local community.

Most governmental departments use Izimbizo to get their messages to the listeners, but in the present situation, they also are curtailing their programs in remote uMgungundlovu



District areas. As such Midlands 104 FM can also take this as an opportunity of working closer with all spheres of government.

We have conducted extensive consultative research meeting with communities, NGOs and government agencies to hear from them their expectations of the new proposed community radio station and to make sure that our programmes are aligned with their needs and meet the desired level of varied content. We have taken into account the level of our competitors and have assessed the need to go further in satisfying the needs of the community in a more involving manner that promotes inclusiveness and ownership of the programmes. Our programmes will talk directly to the needs of the local community from Sport to Education, Music, Current Affairs, Agriculture and many more.

In all our consultative engagements respondents showed strong interest towards the content of the Midlands 104 FM;

Areas of interest of listeners

Area Of Interest	Frequency	Percentage
News	296	56%
Women	90	18%
Local and Gospel Music	224	45%
Modern and International Music	103	23%
Sports	100	22%
Arts, Culture & Education	100	25%
Youth & Children	112	27%
Literacy	45	9%
Local Government & Agriculture	100	22%



THE NEED

According to the Pietermaritzburg Economic Justice & Dignity Group's latest affordability index, more than half (55.5%) of the population lives below the upper-bound poverty line. A quarter (25.2%) live below the food poverty line, the group said. These figures will change drastically because of COVID19 pandemic. Midlands 104 FM intends to exploit the gap in the market by ensuring that more emphasis and resources are put in developing content available to satisfy varied needs for our market. Our proposed programmes will ensure we fulfill the need our listeners have for wide range of radio production and interaction.

We have identified areas in the community where we feel community radio doesn't fulfill and hope to exploit it and use it to our advantage to strengthen Midlands 104 FM's proposition.

SUPPORT

Our local municipality, **Msunduzi Municipality** support the formation of a new radio station, and they will have weekly programmes where they will talk about different subjects that talks to the local community directly. The Mayor, City Manager and senior officials will be given a platform to engage with the public. **Msunduzi Municipality has earmarked the Msunduzi Athletics Stadium as the proposed venue for Midlands 104 FM** (Please check the attached letter).

A number of provincial departments (KwaZulu-Natal) have shown support like the Department of Community Safety, Department of Health, Department of Arts and Culture (**letters are attached**).

Financial Support

Yonke Imizamo Productions is a communication and events management company and they have committed R500 000. This company is known for hosting a number of international events like:

Eddie Zondi Tribute where *Chris Walker, Chante Moore* performed at **The Sun Arena** in 2019,



Director of Yonke Imizamo Productions with Chante Moore and Chris Walker



Eddie Zondi's widow Phakamile promoting Eddie Zondi Tribute concert



Director of Yonke Imizamo Productions with Chante Moore and Chris Walker



With Phakamile, Chante Moore and Chris Walker

Durban Soulful Experience where Howard Hewett and Karyn White were performing at the **Durban ICC** in December 2019.



With Howard Hewett and Karyn White



Newcastle International Jazz & Heritage Experience where artists like *Oleta Adams, Glenn Jones, Brian Simpson, Ringo, Sjava, Simpiwe Dana, Zonke, Zamajobe, Mafikizolo* and many more.



With Oleta Adams



With John Stoddart

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With Brian Simpson and Glenn Jones

Soul & Jazz Experience in uMhlathuze

This event has hosted artists like Chris Walker, Regina Belle, Zonke, Mafikizolo, Ntando, Vusi Nova and they are bringing Freddie Jackson in 2020.



With Regina Belle and Chris Walker



Syleena Johnson, John Stoddart and Nongcebo Mckenzie (uKhozi FM) promoting Soulful Experience

Fundraising

Midlands FM will be self-sustainable because we are going to work with both local and international artists to host different events, this will assist to promote the station, and to raise need income.