



**APPENDIX 3.2 OF**

**FORM C**



# PROPOSED AMENDMENTS

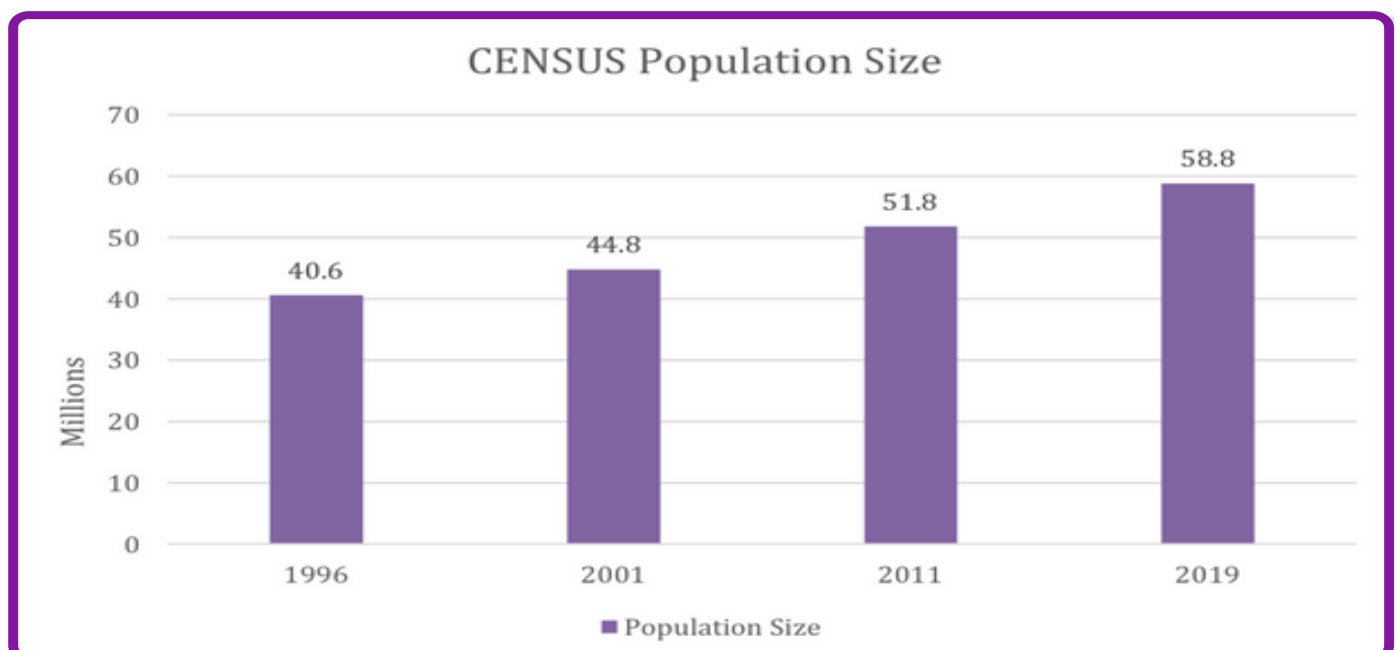
## PROPOSED AMENDMENTS

Radio Element	Current Format	Proposed New Format
Station Name	You FM (Current)	You FM (Proposed)
Language Format	80% Setswana	70% English
	20% Other Languages	30% Setswana and Other Languages
Current Affairs and Newscast Language	1 Hour Current Affairs (80% Setswana / 20% Other Languages)	English <ul style="list-style-type: none"> <li>1 Hour Current Affairs</li> <li>News Bulletins – 05:00 to 20:00, Every Hour</li> </ul> Headlines 06:00 to 09:00 and 15:00 to 18:00
Music Format	Predominantly Gospel & Inspirational Music	Adult Contemporary Music/ Various Genres, informed by changing needs

### 3.2 Reasons for the proposed amendment to the License

- The North West province is diverse and a home for all official languages, including foreign languages.
- Deliver news in an understandable and accessible language format.
- Use language as a means to social cohesion.
- Evolving music taste of our targeted upwardly mobile market.

#### 3.2.1. North West Province Stats at a Glance

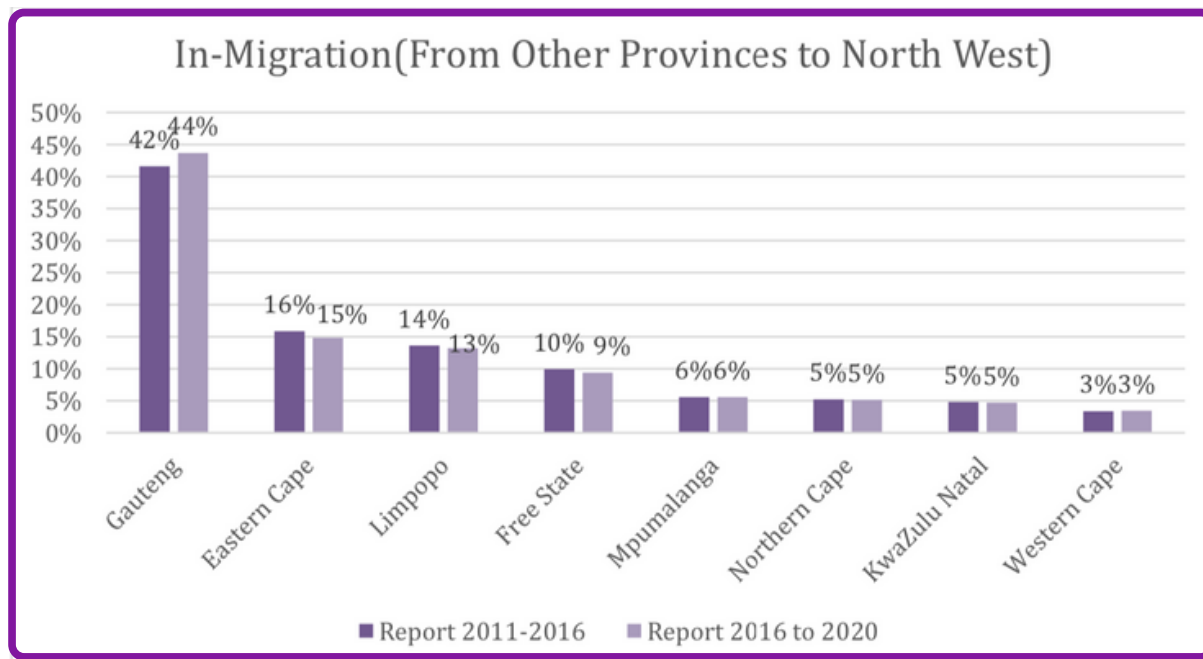


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According to Statistics South Africa, North West province's population grew by 47% from 1996 to 2019<sup>1</sup>. North West provincial population is estimated at a total of 4 027 160 compared to the population size of 3 509 953 in 2011<sup>2</sup>. Population growth has a direct impact on provincial economy, way of life as well as evolvement of the demographic landscape.

One of the biggest drivers of population growth and diversity is migration – Mainly driven by economic factors. Migration is a significant driver of population growth and demographic changes as outlined in TGI data<sup>3</sup>. The Statistics South Africa Mid-Year Population report indicate that North West province continues to report positive Net migration<sup>4</sup>. North West province contributes about 6.5% to the GDP<sup>5</sup>. The economy of the North West Province is dominated by mining, manufacturing, agriculture and construction; therefore, the province attracts people and skills with ease – especially as the province borders Limpopo, Gauteng, Free State, Northern Cape and Botswana<sup>6</sup>.

TGI 19A indicates that 46% of North West province's SEM 4-10 household speak Setswana as a home language, 54% is divided across other official South African languages.



The graphical illustration above is a clear indication that people from different provinces, cultural and ethnicity backgrounds continue to move from their original place of birth and settle in the North

<sup>1</sup> Stats SA Mid-Year Population Report 2019

<sup>2</sup> Stats SA Census 2011

<sup>3</sup> TGI 2019A

<sup>4</sup> Ibid

<sup>5</sup> Ibid

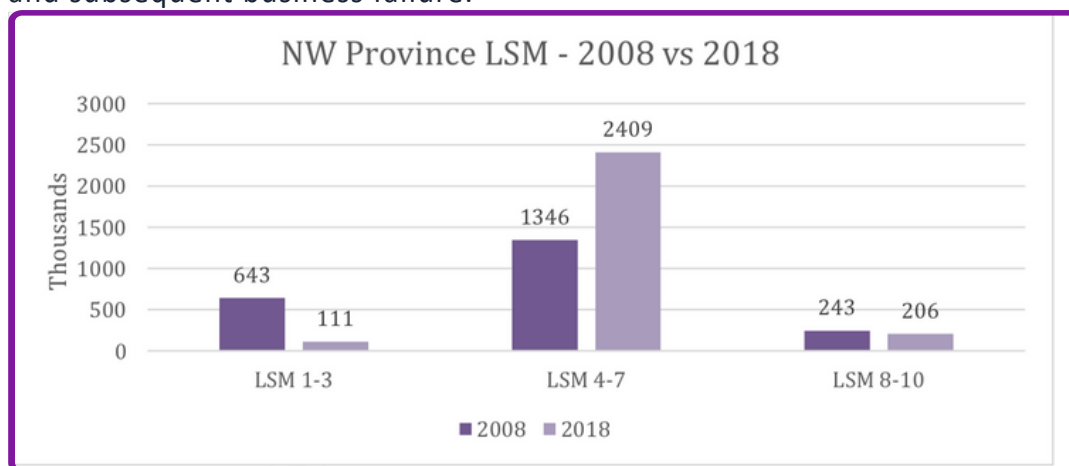
<sup>6</sup> Ibid

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West province. The result of which is that the demographic landscape of North West province is continuously evolving.

TGI – 19A indicates that North West province is currently a multi-cultural and multi-lingual province<sup>7</sup>. Broadcaster Research Council of South Africa (BRCSA) indicates that North West province is predominately a Setswana speaking province. However, Setswana as a home language is diluted by the use of English from primary level of education within the province, as a net result young parents tend to communicate with their children in English, and as a consequence English ends up a medium of communication within many (mid to upper segment) homes<sup>8</sup>.

BRC RAM data and TGI-2019A indicates that the provincial demographic landscape has been evolving over the years. Due to these changes in population size, demographics and psychographics; businesses or organizations are required to adapt in order to serve the communities it operates in. Failure to understand and adapt to this ever-evolving market will lead to market retention failures and subsequent business failure.



According to BRC RAMS North West Province has 2 726 000 radio listeners, and average household income of R7 543<sup>9</sup>. The current You FM language and music format does not allow the radio station to cater for current demographic and psychographic changes. The current format is not consistent with Broadcasting Act Objective (a) that state that commercial radio stations like You FM has the responsibility to contribute to democracy, development of society, gender equality, nation building, provision of education and strengthening the spiritual and moral fibre of society<sup>10</sup>.

The format was relevant in 2007 and not in current times. Therefore, You FM is unable to fulfill Section (2) (a) of Broadcasting Act that notes that programing must reflect the culture, character, needs and aspirations of the people in the regions that they are licensed to serve<sup>11</sup>. Survey Monkey research that was conducted by Motswako Media Group Insights department with a total sample of 123 shows that 98% choose radio station based on language, and 98% associate English with social

<sup>7</sup> TGI 2019A

<sup>8</sup> BRC Establishment Survey 2018

<sup>9</sup> BRC RAM January – December 2019

<sup>10</sup> Broadcasting Act 1999

<sup>11</sup> Ibid



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cohesion<sup>12</sup>. This demonstrate that You FM programing doesn't reflect the aspiration of the community it serves.

### 3.2.2. Current North West FM/You FM License

You FM is a commercial radio station broadcasting from the Rustenburg, North West Province South Africa, previously known as North-West FM – Licensed in August 2007 (License Number 16/Commercial/R/Aug/2007) to service the North West province – Klerksdorp, Potchefstroom, Mmabatho, Rustenburg, Zeerust, Taung, Ganyesa and Ga-Rankuwa

Licensed to broadcast/provide predominately inspiring and gospel music format to the audience of North West province. North West FM, now trading as You FM was licensed to broadcast mainly in Setswana 80% and 20% other languages including English to a largely black audience – specifically targeted at audiences aged 25-49, Living Standard Measurement/LSM 4 -8.

In August 2017, Motswako Media Group acquired a majority shareholding status and changed the brand name to You FM in November 2019

### 3.2.3. YOU FM Target Market

Aspirant, urban people who want to be attuned to local & global news, inspiring content and great music.

**Demographics:**

25-44-year-old,  
LSM 5-10, mostly black.

**Lifestage:**

Split across single, living with partner, and married people.

**Income:**

Middle to upper.

### 3.2.4. Preamble for the proposed amendment.

According to Stats SA Community Survey 29% of North West resident don't speak Setswana in their homes<sup>13</sup>. Broadcast Research Council RAM states that 88% of North West residents listen to radio daily<sup>14</sup>. Survey Monkey research that was conducted by Motswako Media Group Insights department with a total sample of 123 shows that 64% use radio as a primary source of income<sup>15</sup>.

Broadcasting Act preamble clearly note that the broadcasting system must reflect the identity and diverse nature of South Africa<sup>16</sup>. Section (2) (a) state that programing must reflect the culture, character, needs and aspirations of the people in the regions that they are licensed to serve subject to license conditions. It is in this premise that we propose the below amendments as to afford equal

<sup>12</sup> Survey Monkey 2020: North West Province Language and Music Survey

<sup>13</sup> Stats SA Community Survey 2016

<sup>14</sup> BRC RAM January – December 2019

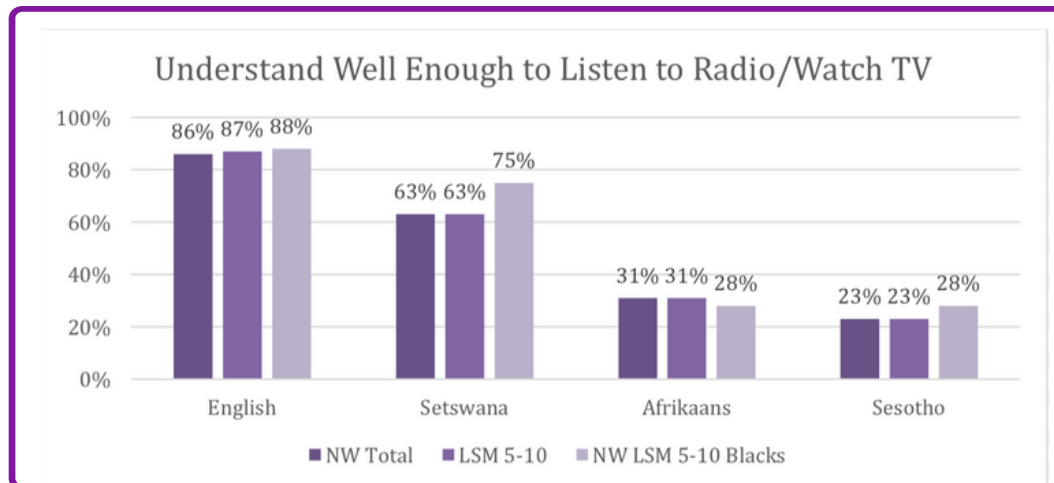
<sup>15</sup> Ibid

<sup>16</sup> Broadcasting Act 1999

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privilege to non-Setswana speaking listeners in the province of North West the right to receive and impact information, which is protected by Section 16 of the Constitution of South Africa<sup>17</sup>.

### A) Proposed Language Amendment: 70% English and 30% Setswana and other language



Middle to upper LSM residents of the North West province are more prone to utilize English to communicate in their homes and to communicate socially<sup>18</sup>. As indicated by BRC RAM data radio is one of the most accessible mediums in North West province with 88% of the population the province listening to radio daily<sup>19</sup>.

The proposed amendment of 70% English and 30% Setswana and other languages, will play a critical role and include the 29% non-Setswana speaking (home language) listeners who are not catered for by competitor stations<sup>20</sup>. The proposed 70% English language change will play a role of being the glue that sustains the diverse North West society. Stats SA Community survey demonstrates that North West province is becoming a diverse province with increasing economic migration. We have identified the usage of English as a critical component that can play a crucial part in promoting and attaining the goals of building our democracy and nation, and protecting and developing our uniquely diverse cultures as is indicated in Broadcasting Act<sup>21</sup>.

According to Stats SA over 1.1 million people have migrated to North West from year 2011 to 2016<sup>22</sup>. The amendment of language in You FM's proposed format provides the station with the necessary ability to be centrally involved in articulating its position and values as part of the discourse in the province. Survey Monkey research that was conducted by Motswako Media Group Insights department with a total sample of 123 shows 80% listen to radio stations that communicate in English<sup>23</sup>.

<sup>17</sup> Constitution 1996

<sup>18</sup> BRC RAM January – December 2019

<sup>19</sup> Ibid

<sup>20</sup> Stats SA Community Survey 2016

<sup>21</sup> Broadcasting Act 1999

<sup>22</sup> Ibid

<sup>23</sup> Survey Monkey 2020: North West Province Language and Music Survey





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The increase on the usage of English will grant the station the opportunity to be the primary machinery in the promotion of social cohesion. Stats SA Community Survey demonstrate that foreign nationals are the second biggest group that migrate to North West province, and the absence of regional radio station that cater for them render them marginalized<sup>24</sup>. This is inconsistent with the judgment in *Moloi v Qwaqwa* case that was concluded by ICASA Complaints and Compliance Committee (CCC). CCC held that there is no doubt that Qwaqwa Radio has the right to freedom of expression and that the community it serves has the right to information<sup>25</sup>. It is in this premise that we strongly indicate that the community we serve in North Province will have the right to information with the proposed amendment of 70% English and 30% Setswana and other languages

The absence therefore treats the foreign nationals' social groups as an outside society, sitting on the edge and disconnected from the cohesive center. The economic migrants that are non-Setswana speaking equally are disconnected from the cohesive center. The language amendment will speak to Broadcasting Act Section (2) (a) state that programing must reflect the culture, character, needs and aspirations of the people in the regions that they are licensed to serve subject to license conditions. The amendment of 70% English and 30% Setswana and others will allow You FM to be the reflection of North West society. The amendments will help the neglected audience to be educated, informed and entertained with the language they understand. Section (2) (a) of the Broadcasting Act clearly indicates that media and society must be closely related to each other, and that's what the proposed language amendment seeks to do.

According to TGI 2019A 88% of North West audience are comfortable to consume media in English. However, the absence of regional medium in North West province subjects non-speaking South African and African economic migrants to statistical discrimination<sup>26</sup>. The increase of the usage of English in You FM will be an effective way to break down statistical discrimination.

You FM's proposal for increasing the usage of English, mixed with Setswana and other languages will be beneficial to the residents of the North West province including the marginalized population. Approval of the proposed amendments will ensure that the people of the province are not deprived of important local information, news and current affairs delivered in languages they understand. Survey Monkey research that was conducted by Motswako Media Group Insights department with a total sample of 123 shows 80% listen to radio stations that communicate in English<sup>27</sup>.

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<sup>24</sup> Stats SA Community Survey 2016

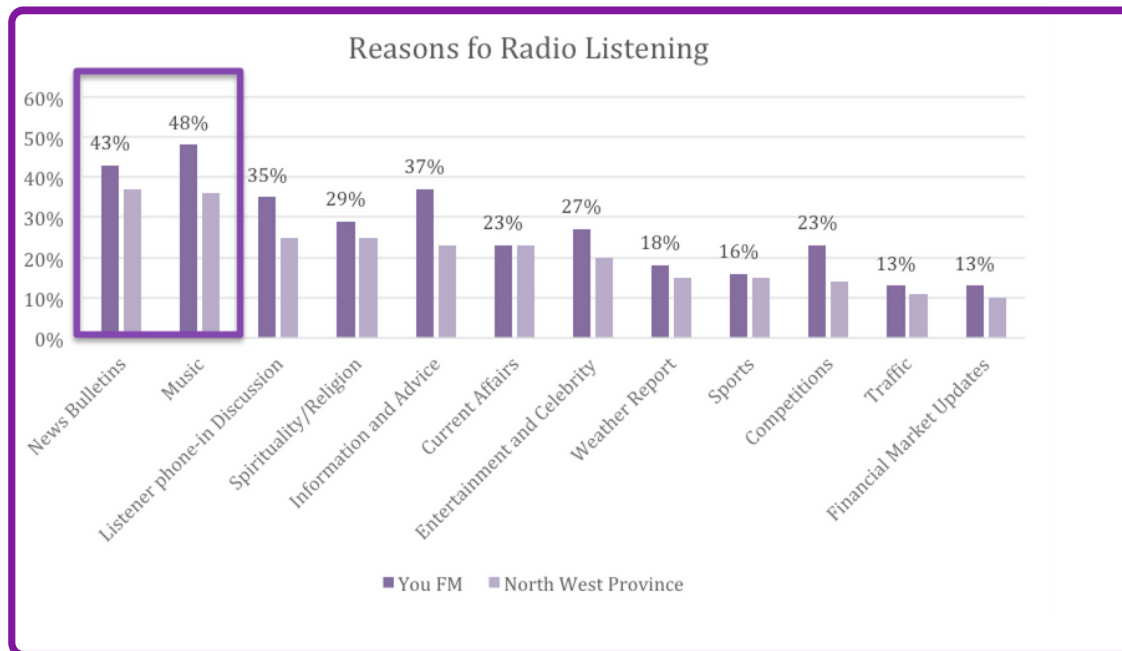
<sup>25</sup> *Moloi v Qwaqwa* 2019 (CCC)

<sup>26</sup> TGI 2019A

<sup>27</sup> Survey Monkey 2020: North West Province Language and Music Survey

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### B) Reasons for amending Current Affairs and Newscast Language



The proposed amendment speaks to Chapter 2 (1) (a) of the Broadcasting Act which states South African broadcasting system must serve to safeguard, enrich and strengthen the cultural, political, social and economic fabric of South Africa<sup>28</sup>. News plays a critical role in informing our cultural, social and political relations as a society. News is important to our daily lives as it informs our view of the world – and subsequently have a direct impact on our judgement of situations as well as decision making. You FM is a dependable news provider to the public in the region it operates in, and it is crucial to ensure that You FM listeners are provided with the latest global and local news from 5:00 AM to 20:00 PM in a language understood by most.

BRC RAMS studies indicates that radio's ability to connect listeners with both global and local news added with benefit of going mobile/digital are the main driving factors why listeners keep coming back for more<sup>29</sup>. It is clear that the latest News keep listeners tuned-in, given the worldwide state (COVID-19); demand for trusted latest global and local news has increased. North West province listeners demand latest local news – in a language they understand. Unfortunately, Non-Setswana speaking residents of the province are deprived of local news and current affairs.

You FM, together with its sister companies are able to provide latest news both on-air and digitally – however, due to current adopted license conditions You FM is unable to provide latest local and global news to non-Setswana residents.

<sup>28</sup> Broadcasting Act 1999

<sup>29</sup> BRC ES 2018





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The BRC – paints a clear picture of radio consumption and growth of English broadcasting station's demand within the province of North West<sup>30</sup>. The downside of this demand is that only national radio stations are available as options for North West province audience – and as a result, listeners only get minimal local news and content. English broadcasting radio stations licensed to reach North West province are either national stations or licensed to cover other provinces and small parts of North West province – therefore due to their license conditions they are more likely to cover less of North West province news and content.

Approval of the proposed language format for news and current affairs will be highly beneficial to news supply to the residents of North West province. You FM will be able to cover the gap – and provide regional or local content/News for the upwardly mobile black audience of North West province.

### **B) Reasons for amending the MUSIC format**

Survey Monkey research that was conducted by Motswako Media Group Insights department with a total sample of 123 indicates You FM need to review its offering as to be in tune with its listeners<sup>31</sup>.

### **South African Music Genres & Culturalization**

Early in the 20th century when the urbanization of black South Africans in mining centres was on the rise, “Marabi”, the first South African born popular music genre, was growing parallel and corresponding to the beginnings of Broadcast Radio for black listeners. Other than this “Street Culture Soundtrack” music of the times, the only other kind of music to which the black population of South Africa was exposed and could relate to were the Hymns they sang at church and the choral music sung in the communities as choir competitions would take place. Apart from those, there were also the traditional songs and chants that played a role at rituals and ceremonies. This socio- sonic conditioning from all those years ago may be the reason why certain genres have taken the bureaucratic position of “Musical Pap en Vleis” (Staple Sonic Meal) for all black South African listeners.

Had You FM existed in the early 20th Century, it would have been that black listenership radio that unapologetically played the “Marabi” music genre while adding variety of other flavours that would reflect the upward mobility and urbanization of the targeted listener within the context of the current times. Since the “Marabi” days, Genres have evolved and transformed tremendously. Integration and Cross-genre Techniques through collaborations between musicians of even different genres has seen the concept of categorizing Music become a more and more cumbersome exercise as exclusivity fades and inclusivity takes centre stage. Music Culture in South Africa has evolved significantly over the years and so has the ear of the earning listener. Urban sounds such as Kwaito, Afro Pop, Motswako, Gqom, Amapiano and Afro Tech have all sprouted right up from our very own soil.

Each of these genres at some point carried the youth of South Africa into new frontiers and levels of economic aspiration, while Gospel Music remains the only genre that has dedicated radio stations that play it exclusively.

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<sup>30</sup> BRC RAM January – December 2019

<sup>31</sup> Survey Monkey 2020: North West Province Language and Music Survey



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### **The Psychology of Music**

Music has always been a big part of South African Culture. Hence, we sing for all occasions, whether happy, sad or even angry during our Rioting Activities which typically include a lot of song and dance. As a diverse nation, music affects us all in various ways. Which is why music users need to have a deep understanding of how music affects the mind and moods of the listener.

Psychologist, Thomas Schafer, and his associates conducted a psychological survey in 2013 examining the reasons why people listen to music. Analysis found that listed reasons included:

1. Regulating Mood or Stress (Arousal),
2. Achieving Self-awareness and
3. Expressing Social Relatedness.

Most of the candidates tested agreed that when songs were soft or slow, they reflected sadness while jaunty and fast-paced music at a moderate volume was interpreted as Happy.

This speaks directly to the approach You FM aims to take regarding elevating the You FM listener to a Premium Listening Experience through well researched music scheduling techniques, imaging and messaging.

### **The current music format**

The current music format requires You FM to broadcast Gospel and Inspiring music. Gospel music is traditionally affiliated with religion and more directly so it is affiliated with Christianity.

This in itself has a huge limitation considering the fact that You FM does not exist in a vacuum and rather co- exists in a diverse and free society where people are free to choose any religion of their choosing. As a commercial radio station, we will be eroding our very prospect of surviving such a competitive environment; broadcast media and media in general; as the very audiences that we are hoping to attract to the station can perceive us to have prejudice and/or discriminate against other religions.

### **Moving from Gospel to Variety**

Generally, Gospel Music is loved for its inspirational value, but that does not necessarily make it the only source of inspiration amongst all music genres. The world has evolved musically and the “Good News” can be heard and received through a variety of genres now. In fact, Gospel music itself has evolved and diversified into a new array of different forms of Inspirational Music that borrows from popular culture.

### **Why music matters?**

Since the 2000's, South African Youth Music Culture has always taken the lead in the local industry and the influence has seen Urban Culture penetrate the corporate by closing some of the biggest brand associations in the history of our industry.

The Gauteng youth expressed themselves and birthed a dance sub-genre, Kwaito, whilst the KZN youth expressed themselves and innovated the dance subgenre up to Gqom, from which the Ekurhuleni borne Amapiano sub-genre was later innovated as the most influential culture in the local industry to this day.



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An interesting case in point on how limiting the previous license was can be found in North West province. At around the same time that North West FM was receiving its license as the only commercial radio station in the North West Province; a youth culture was gaining prominence in our own backyard.

Hip Hop sub-genre of Motswako grew and became important, even going on to transcend music in South Africa and becoming the bedrock from which, many artists went on to make meaningful careers. Motswako is the highly influential youth culture of which the pioneers are the likes of the late great HHP, Molemi and Khuli Chana while the likes of Fifi Cooper and Cassper Nyovest are the generation succeeding the pioneers and moving the culture forward to this day.

As a result of the limitation of musical format, the station (NWFM) cannot lay claim for having enabled the success of such an important genre. The station completely missed the boat and had no contribution towards growing that format of music. Even though we had a commercial radio station in the province the artists had to branch out to other provinces so that they could make their mark. This is a sad indictment on the station and serves as an important reason for our request to completely review the music format.

### **Our motivation for change**

The world has transformed in so many ways, since North West FM was first licensed as a commercial radio station. Popular culture has evolved and the requirement where You FM is concerned would be to transcend from one license to another having considered this factor. Our position is not an outward rejection of gospel but rather a premise where we move from the restriction of gospel music or inspirational. As a station we have found the need to adjust our sonic criteria so that we are more inclusive in the consideration of the music genres that are growing daily.

BRC indicates that one of the biggest reasons why listeners stay tuned or choose a radio station

BRCSA confirms that music is the biggest reason why the audience in North West stays tuned into radio<sup>32</sup>. It is clear that with the amount of music produced and released daily as well as continuous introduction of new genres such as Amapiona, Gqom, etc. – music preferences keeps on evolving as well. Rigidly offering a specific genre is not a sustainable as it presents numerous limitations as the station will be unable to adapt to the ever- evolving music taste and preferences.

You FM is particularly in Tune with Youth Culture and being a listener lead station makes it imperative that the music choice be representative of the evolution which has evidently taken place within our music landscape and radio listenership demographics over the years. Strategically You FM should offer various genres – advised by the needs and demands of the targeted audience. You FM should offer various genres, both local and international Soul, RnB, Contemporary dance, Hip Hop, Afro Pop etc. Within the agreed terms and conditions which requires commercial radio station should broadcast a minimum of 35% local music. You FM is positioned as a radio station that listens; therefore, music should be advised by the diverse music needs of our dynamic, upwardly mobile target audience. Approval of amending music format will assist the radio station to maintain and grow listenership, without encroaching on any of its competitors

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<sup>32</sup> BRC RAM January – December 2019