**Appendix 9 of Form E**

**91.**

The Applicant started providing broadcasting services on 18 June 2013, introducing an alternative talk platform to the Gauteng talk radio broadcasting landscape. Since then, the public has enjoyed a diversity of content in Current Affairs, Business, Education, Sport, Politics and Lifestyle. POWER 987 has introduced a variety of new voices in the talk radio environment some of whom since joined other broadcasters in television and radio. The station has and continues to employ younger graduates in media and other sectors and some of these young professionals are in management positions in the station and in other media houses.

From the onset POWER 987 aimed to become a catalyst and a comfortable place for long overdue frank talk about key issues and concerns in the hearts and minds of the target audience. POWER 987 believes in the power of ongoing frank talk and dialogue that facilitates introspection, reflection and direction on key issues that affects society. At the time of POWER 987 launch Gauteng only had one talk radio station which historically came from and primarily addressed the needs and interests of a suburban white audience. Eight years later, the POWER Audiences proudly enjoy a platform wherein they can critically and frankly express themselves on varying issues in a more culturally bespoke environment. These are presented through:

* News Services
* Actuality Programmes
* Programmes on political issues of public interest
* International Programmes