



Independent Communications Authority of South Africa

350 Witch-Hazel Avenue, Eco Point Office Park

Eco Park, Centurion

Private Bag X10, Highveld Park 0169

Telephone number: (012) 568 3000/1

INDIVIDUAL BROADCASTING SERVICE LICENCE

No.: 002/RE/COMMERCIAL/R/SEPT/19

GRANTED AND ISSUED

TO

PRIMEDIA (PTY) LTD

567 CAPE TALK

FOR THE PROVISION OF

COMMERCIAL SOUND BROADCASTING SERVICE

**SIGNED FOR AND ON BEHALF OF THE INDEPENDENT COMMUNICATIONS
AUTHORITY OF SOUTH AFRICA**

AT CENTURION ON THIS 11 DAY OF SEPTEMBER 2019

DR KEABETSWE MODIMOENG

ACTING CHAIRPERSON

1. Licensee

The Licence is issued to:

- 1.1. Name of Company/Entity: Primedia (Pty) Ltd
- 1.2. Shareholders: Primedia Holdings (Pty) Ltd
- 1.3. Ownership held by persons from historically disadvantaged groups: 31,75%.

2. Licence Period

- 2.1. The effective date of this Licence is 17 December 2018.
- 2.2. The Licence shall expire on 16 December 2028.

3. Contact Details

3.1. The contact person for the Licensee shall be:

- 2.1.1 Name: Teboho Mokoena
- 2.1.2 Tel: 011 506 3845
- 2.1.3 Fax: 086 262 3003
- 2.1.4 Cell: 084 293 9192
- 2.1.5 Email: TebogoMo@primedia.co.za

3.2. Should the Licensee propose to replace the person designated, the Licensee shall notify the Authority in writing within seven (7) days after appointing the new designated person.

4. Notices and Addresses

The Licensee chooses the following addresses as its principal addresses:

- 3.1 Postal Address
P.O. Box 5572
Rivonia
2128
- 3.2 Physical Address
Primedia Place
5 Gwen Lane
Sandown
Sandton
2196

SCHEDULE

1. Name of Station

567 Cape Talk

2. Geographic Coverage Area

Cape Town, as defined in the coverage map attached to the Licensee's radio frequency spectrum licence.

3. Broadcast Language

Principal Language: English.

4. Format

A talk-based service with a maximum of fifteen percent (15%) music programming.

5. General Programming Obligations

5.1 The Licensee shall broadcast news on a regular basis for a minimum of thirty (30) minutes each day between 05h00 and 23h00.

5.2 Local news shall constitute at least fifty percent (50%) of its total news component.

5.3 Should the Licensee source news material from a source other than itself, the source(s) thereof shall be disclosed during the news broadcast.

6. Training and Skills Development Obligations

6.1 The Licensee shall inform the Authority of any changes effected to its Human Resource Policies and Procedures Manual.

6.2 The Licensee shall over its licence period, allocate R250 000.00 (two hundred and fifty thousand rand) per annum towards staff training with particular emphasis on women and Black people.

7. Community-related Obligations

7.1 The Licensee shall make a significant contribution to the community in its coverage area through supporting community projects such as those benefiting: women's

organisations, childcare organisations, developmental sport, mental health, animal welfare and organisations caring for the terminally ill.

7.2 The Licensee shall:

7.2.1 raise at least R250 000. 00 (two hundred and fifty thousand rand) in cash and goods annually, and

7.2.2 provide airtime worth R250 000.0 (two hundred and fifty thousand rand) annually towards supporting community organisations such as those benefiting:

- a) people infected or affected by HIV & Aids;
- b) the terminally ill and/or the elderly;
- c) schools;
- d) women;
- e) children;
- f) animal welfare; and/or
- g) natural/environmental disasters such as fires and floods.

7.3 The Licensee shall train staff from the community sound broadcasting services in its geographic coverage area in the areas of: programme presenting and production, news, sales, marketing and sound engineering through mentoring and on-the-job training that is, having such staff "shadow" 567 Cape Talk presenters, producers, news reporters, sales representatives, marketing staff and sound engineers while at work.

7.4 The Licensee shall undertake "voice search competitions" to unearth and develop new talent.