



Boom Street  
1st Floor, Absa Building  
P/Bag X82079  
Rustenburg  
0300

Enq: Ms. Moroane  
Tel: (014) 592 8906  
Fax: 086 235 0942  
Cell: 082 041 9893  
Email: moroane@nwpg.gov.za

## **BOJANALA DISTRICT: HAST**

**Subject: LETTER OF SUPPORT**

To whom it may concern:

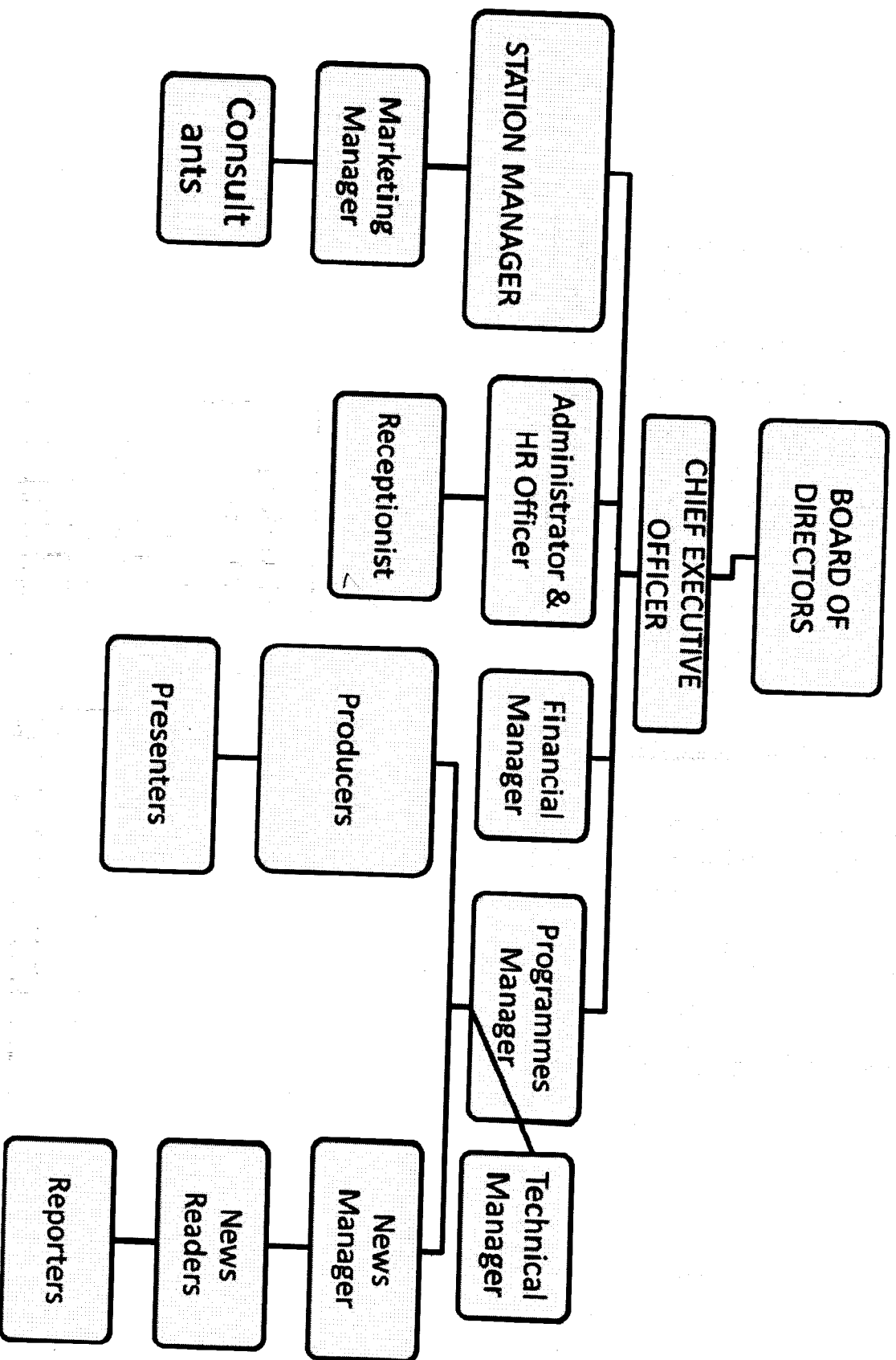
The department is hereby supporting **Maboloka HIV and Aids Awareness Organisation** in applying for a Community Radio Broadcasting license as they have shown good governance and compliance in the programmes they tender and has vast experience in Community development.

Regards

**Mr. I. Moloi**  
**Acting Director DHS: Bojanala District**



**Healthy Living for All**





## Maboloka HIV/AIDS Awareness Organisation



### BOARD OF DIRECTORS

Full Names	Designation	Contact Details	Expetise	gender
1.George Tau	Board Chairperson	072 696 8032	National Diploma in Medical Technology	Male
2.Harrison Mashishi	Deputy Chairperson	084 592 1641	NQF Level 5 In Policing	Male
3.Tutubala Matshidiso	Secretary	083 392 7184	Diploma in Office Administration	Female
4.Kgomotso Kungwane	Human Resource Director	082 467 4363	Bachelor of Optometry	Female
5.Petrus Mokiti	Health and Medical Director	083 644 6662	General Practitioner	Male
7.David Tshemane	Spiritual Care and Counselling Director	060 371 0179	Reverend/Pastor	Male

Board and Management meeting (special)

Date: 22 April 2020

Time: 09H00

Venue: MAHAAO PEER CENTRE

1. Opening and welcome: Mr Motaung

2. New business:

➤ Resolution to apply for Community Radio Station Licence

The C.E.O Mr Isaac Mmelene opened the meeting and started by informing the members of MANCO and the Board Members that we have met here urgently because the organization will be applying for a Community Radio License at ICASA

Tshegofatso Meleni responded by saying the C.E.O Mr. Jabulani Radebe, (M&E Officer) the Projects Manager Samuel Moleele and Comfort Mnisi should do the application and the committee agreed. . As a result of the statement of Tshegofatso Meleni, members on the meeting agreed that these minutes should serve as a resolution to apply for Community Broadcasting License , by the show of hands all eleven (11) members excluding the chairperson, available on the meeting agreed without an opposition.

3. Closure:


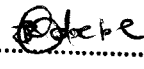


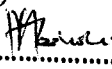



Closure was proposed by Pinky Moloi and seconded by Joseph Radebe and Mrs. Matshidiso Lion, the meeting was closed on that note.

Signatures:

1. Isaac Mmelene:  .....

2. Abednigo Motaung:  .....

3. Zanele Nhlapo :  .....

5. Samuel Moleele :  .....
6. Jabulani Radebe :  .....
7. Tshegofatso Meleni :  .....
8. George Tau:  .....
9. Harrison Mashishi:  .....
10. Veronica Lion:  .....
11. Charity Kungoane:  .....
12. Comfort Mnisi :  .....



**acsr**

Department:  
Arts, Culture, Sports and Recreation  
North West Provincial Government  
Republic of South Africa



TEL: 012 252 2421/12

FAX: 012 252 6796

EMAIL: pbzwane@nwpg.gov.za.

## MADIBENG SERVICE POINT

11 Tom Street  
Hagel Building Brits  
0250

TO : Whom It Concern

From : Ms Phindile Zwane  
Cultural Officer

Date : 15 April 20

**SUBJECT : CONFIRMATION OF THE MADIBENG MUSIC DEVELOPMENT FORUM**

The letter serves to confirm that the above mentioned organization is based in Madibeng Local Municipality in Brits. The organization is a registered NPO reg no: **010-153 NPO**

The organization is known for its involvement and participation in Arts and Culture, Social Welfare and Health Programmes, and it has vast knowledge and experience in Community Development and can manage funds well with experienced management with a combined experience of More than 30 years combined and managing Projects even in 2 Districts in the Northwest Province.

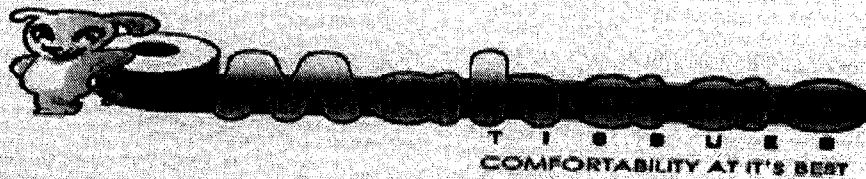
They are also active in Activities, focusing on Music and collaborating with the Department in terms of promoting talent.

Thanking you in anticipation

Yours sincerely

Phindile Zwane





Physical Address:  
1920 Tambo Section  
Maboloka  
0197

Postal Address:  
P. O. Box 54  
Tambo Section  
Maboloka  
0197

Email: mahaoatissues@avi.com

Tell: 012 729 4100 | Cell: 072 827 7915

To: Independent Communication Authority of South Africa (ICASA)

#### CONTACT DETAILS

Full legal name (business name (as on registration name):	MAHA AO TISSUES AND OTHER PROJECTS CO- OPERATIVE LIMITED
Trading Name (if applicable):	
Acronym (where applicable):	NONE
Legal status and Appropriate Registration number (NPO Act, Section 21 of Companies Act, Co-operative, Not-for Profit Trust, FBO, Voluntary Association) :	2012/018158/24
registration number	2012/018158/24
Physical address:	1920 TAMBO SECTION MABOLOKA
Postal address:	P.O BOX 54 MABOLOKA 0197
Contact person1:	LERATO MOTSEPE
Telephone n° :	012 729 4100

Cell phone no	0724841762
Fax n°:	0862932378
E-mail address:	mahaaotissues@gmail.com
Contact person 2:	ISAAC MMELENE
Telephone n° :	012 729 4100
Cell phone no	0827976422
Fax n°:	012 7294100
E-mail address:	isaac.melene@gmail.com
Website:	N/A

• **Executive Summary**

Mahaaotissues and Other Projects Co-operative Limited is registered under section 7 of Co-operatives Act of 2005 and is an income generating project aimed at sustaining Maboloka HIV/AIDS Awareness Organisation. The major activities of the Co-operative will involve the manufacturing and marketing of tissues. The Co-operative is already secured a site and building from where the project is being operated from. A signed contract of rent for office space is secured. Its specified plot number is 1415 Bataung Section Maboloka in Brits. We currently in talks with Bataung Ba Hlalele to acquire a land for Goat farming Project. The area is sufficient for implementation of the project and even offers potential for expansion in future. The beneficiaries have limited experience and skills to run the business and so training will be required.

The Business has a management committee that has been operating for more than six years. The organization has a cheque account which requires three signatories (Chairperson, Treasurer, Co-ordinator) before a transaction is implemented. Annual financial statements for the year ending 31 January 2010 prepared by Venter de Jager Chartered Accountants (SA) were examined and found to be in accordance with accepted accounting practice.

The project has linkages and partnerships with key stakeholders and role players including Department of Trade and Industry, Provincial Departments of Health and Social Development, Local municipality, traditional leadership and council, and key community groups.

We would like to commit some of our Profits to the start up of MABOLOKA COMMUNITY RADIO and support Maboloka HIV and AIDS AWARENESS ORGANISATION in making sure the Radio station is sustainable and comply with all Regulations set in their Licence Conditions.

Regards

.....  
Chairperson



**Isaac Mmelene**  
**082797 6422**

# COMMUNITY SIGNATURES

NAME	ADDRESS	CONTACT DETAILS	SIGNATURE
EUEN MOLOI	562 BLOCK I L/BUE	079 423 3622	
LENTSHA LION	3764 BATHUNG	071 150 7292	
ABBY MOTUNG	2713 SASOL MABOLOKA	083 1497 8116	
REBECCA MOHAPI	2789 SECTION F M/LAKA		
ALINAH KHANYE	303 MMOTIE	072 870 2587	
ANGELA MASHOE	RUSTENBURG	078 680 2242	
MARY KETGETHO	MABOLOKA	063 1470 6827	
ANGELIQUE KGETHO	BATHUNG MABOLOKA	083 296 3432	
JENNIE KLESING	OKI KETHEBILE	072 600 2102	
CONSTANCE KETHEBILE	403 BLOCK I EXT	063 650 7620	
SEPHIE MHOEMUS	MABOLOKA	082 672 7323	
HILDA RAMEFOHOLE	1341 BATHUNG	073 992 0943	



## Maboloka Community Radio(MCR) POLICY

Drafted by	Samuel Moleele	Approved by Board on	<i>[Signature]</i>
Date Drafted	24/04/2020	Scheduled review date	22/04/2025

### Community Radio Broadcasting Codes of Practice

#### Purpose

To outline Maboloka Community Radio referred as **MCR** policy for the station and its members regarding compliance obligations with the Independent Communication Association of South Africa (ICASA) Community Radio Broadcasting Codes of Practice obligations as required under the MCR's broadcasting licence. Furthermore, the purpose is to ensure that MCR operates according to the following guiding principles within framework of sound corporate governance.

#### Principles

Community broadcasting plays a vital role in South Africa

The community broadcasting sector actively promotes community access and participation and volunteers are largely responsible for the station operations.

Stations vary depending on the audience and community interest they serve. For few example some stations focus on particular geographic areas, Indigenous, ethnic, Radio for the Print Handicapped, religious, gay and lesbian and youth.

The Broadcasting Services Act 1992 stipulates the legal framework for community broadcasting and explains the role the sector plays in delivering diverse media services that reflect sense of South African identity, character and cultural diversity.

The Community Radio Codes of Practice (the Codes) set out the guiding principles, policies and operational standards for programming on community broadcasting stations that hold a community broadcasting license. The Codes do not replace the license conditions in the Act; they are complementary and the station is legally obliged to follow both the license conditions and the Codes.

Under Section 123 of the Act, industry groups must develop the Codes in consultation with the ICASA (ICASA). The Codes may cover programming requirements, fairness and accuracy in news and current affairs reporting, complaints handling and sponsorship, among other matters.

## **Policy**

### **The Codes of Practice**

**Code 1: Our responsibilities in broadcasting to meet our community interest.**

Each community radio station will be controlled and operated by an independent body that represents its community interest. For MCR this is the Board.

MCR will have in place written corporate governance policies and procedures that support management, financial and technical operations to meet all legal requirements.

MCR will have training in place to ensure that everyone is aware of all legal obligations to be able to effectively participate in providing the service.

MCR will have written policies and procedures in place that outline the:

- Principles of financial membership
- Rights and responsibilities of financial members within the organisation
- Rights and responsibilities of the organization to financial members
- Effectively management of internal conflict, and
- Effective management of complaints from members or volunteers. See Code 7: Complaints for more information.

A register of financial members will also be kept and made available to ICASA on request. MCR will broadcast at least one on-air announcement each week that contains information about the Codes and where listeners can get a copy. A copy of the announcement is to be made available to ICASA on request.

**Code 2: Principles of diversity and independence**

Purpose: To make sure that community radio stations have written policies and procedures in place that promote diversity and encourage community participation

MCR will make sure that people in our community who are not adequately served by other media are encouraged and assisted to participate in providing our service. MCR will have in place policies and procedures to support this commitment and will document evidence of our efforts to encourage community participation.

MCR's policies and procedures will include mechanisms to enable active participation by our community in station management, programming and general operations. MCR will have policy documents in place, and that are freely available, that outline the:

- Principles of volunteering,
- Rights and responsibilities of volunteers within the organisation,
- Rights and responsibilities of the organization to volunteers, whether they are members or not, and grounds and procedures for the dismissal of volunteers.

In all station activities and behavior MCR will oppose and break down prejudice on the basis of ethnicity, race, language, gender, sexuality, age, physical or mental ability, occupation, religious, cultural or political beliefs.

**Code 3: General Programming**

MCR will not broadcast material that may:

- Incite, encourage, or present for its own sake, violence or brutality
- Mislead or alarm listeners by simulating news or events

- Present as desirable, the use of illegal drugs, the misuse of tobacco or alcohol as well as other harmful substances, and
- Glamourise, sensationalise or present suicide as a solution to life problems. In particular, broadcast material should not provide explicit details about the method and/or location of a suicide attempt or death.

MCR will attempt to avoid censorship where possible. However, in programming decisions MCR will consider the community interest, context, degree of explicitness, the possibility of alarming the listener, the potential for distress or shock, prevailing Indigenous laws or community standards and the social importance of the broadcast.

MCR will not broadcast material that is likely to stereotype, incite, vilify, or perpetuate hatred against, or attempt to demean any person or group, on the basis of ethnicity, nationality, race, language, gender, sexuality, religion, age, physical or mental ability, occupation, cultural belief or political affiliation. The requirement is not intended to prevent the broadcast of material which is factual, or the expression of genuinely held opinion in a news or current affairs program or in the legitimate context of a humorous, satirical or dramatic work.

MCR will have programming practices that protect children from harmful material but will avoid concealing the real world from them.

MCR will follow applicable privacy laws by:

- Respecting people's legitimate right to protection from unjustified use of material which is obtained without consent or through an invasion of privacy, and
- Only broadcasting the words of an identifiable person where:
  - o that person has been told in advance that the words may be broadcast, or
  - o it was clearly indicated at the time the recording was made that the material would be broadcast, or
  - o in the case of words that have been recorded without the knowledge of a person, that person has indicated his/her agreement prior to broadcast.

News, current affairs (including news updates and promotions), documentaries, feature programs and interviews shall:

- Provide access to views not adequately represented by other broadcasting sectors
- Present factual material accurately and ensure that reasonable efforts are made to correct substantial errors of fact as quickly as possible
- Clearly distinguish factual material from commentary and analysis
- Present news in such a way that it does not create public panic or unnecessary distress to listeners, and
- Represent view points fairly without having a misleading emphasis, editing out of context or withholding relevant and available material.

For further information refer to the MCR Policies on Media Broadcasting Law and Music and Current Affairs.

Community broadcasters play a vital role in broadcasting emergency information. Community radio stations with the ability to offer emergency broadcasts will:

- Have procedures in place to enable appropriate local emergency broadcasts
- Liaise with appropriate emergency and essential service organisations, and
- Ensure the accuracy of emergency information.

#### **Code 4: Indigenous programming and coverage of Indigenous issues**

The goal is to acknowledge the unique status of Indigenous peoples as the first South Africans and to offer a way to demonstrate respect for their cultures and customs.

MCR will seek to, where possible, involve and take advice from Indigenous South Africans in the production of programs focusing on Indigenous South Africans and issues and will consult the appropriate Indigenous media organisation broadcaster on appropriate forms of communication.

When reporting on Indigenous peoples and issues, MCR will take care to verify and observe the best way to respect culture and customs by:

- Considering regional differences, that is, be mindful of differences between Indigenous local groups
- Using appropriate words and phrases in referring to Indigenous peoples and their regional groups
- Seeking proper advice on how to best respect Indigenous bereavement customs when reporting on people who are recently deceased, and
- Using suitable words and phrases when reporting on the social and emotional well-being of Indigenous people.

#### **Code 5: South African music**

In selecting Local music for broadcast in each month MCR will consider its community interest.

Of all music programming, MCR will broadcast at least 70 percent of South African music. South African music played is calculated as a percentage of all music played over a calendar month. This does not include music used in sponsorship announcements, programs, or station promotions.

#### **Code 6: Sponsorship**

MCR will have in place a written sponsorship policy that reflects the licence condition in the Act. This includes broadcasting no more than five minutes of sponsorship announcements in one hour and tagging each announcement to acknowledge the financial and/or in-kind support of the sponsor. Sponsorship is not a factor in deciding who can access broadcasting time.

MCR will make sure editorial decisions affecting the content and style of overall station programming and individual programs are not influenced by program or station sponsors. The general programming guidelines in Code 3 also apply to sponsorship announcements. Also, the ICASA Communication and Media Authority (ICASA) published in 2008 Community Broadcasting Sponsorship Guidelines. The guidelines are advisory only and do not replace the requirements of the Act or the Codes. These provide valuable information on:

- What constitutes advertising

- Assessing complaints about advertising
- Payment or other valuable consideration
- Community information material or community promotional material
- Discussions with subject matter experts
- Gig guides, and
- Station promotions.

### **Code 7: Complaints**

MCR acknowledges the rights of listeners, members and volunteers to make written complaints about alleged non-compliance with either the license condition in the Act or the requirements outlined in these Codes.

MCR makes every reasonable effort to resolve complaints, except where a complaint is clearly frivolous, without sufficient grounds or not made in good faith. MCR will ensure that:

- Complaints will be received by a responsible person during office hours and receipted in writing. They will be conscientiously considered, investigated if necessary and responded to substantively as soon as possible. They will be responded to, in writing, within 14 days of receipt as required by the Act and there shall be a copy of the Codes
- Complainants are advised in writing that they have the right to refer their complaint about a Code matter to ICASA provided they have first:
  - Formally lodged their complaint with the licensee in writing, and
  - Received a substantive response from the licensee and are dissatisfied with this response, or have not received a response from the licensee within 14 days after making the complaint. A written complaint or response can be a letter, fax, or email.

A responsible person of the licensee (MCR) will maintain a record of complaints and responses for at least two years from the date of the complaint. The record of complaints and responses will be made available to ICASA on request. Refer to ICASA's How to make a report or complaint

### **Code 8: Codes of Practice review**

To ensure that the Codes continue to reflect changing community standards and remain relevant in the contemporary media environment the community radio sector, as coordinated by the sector organization representing the majority of licensees, reviews the Community Radio Codes of Practice every three to five years in consultation with other sector organisations. Before any changes are made to the Codes, the sector consults with other sector organizations and ICASA. MCR strives to seek agreement with the majority of community broadcasting stations and incorporate public feedback before the Codes are provided to ICASA for registration under the Act.

### **MCR Compliance Obligations**

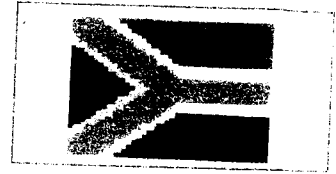
The Board is responsible for the development, implementation, operation and review of this policy. Compliance with the policy is also the responsibility of all Board Members and all MCR members especially those who broadcast.



## **References**

ICASA Communication and Media Authority(ICASA).2008.CommunityBroadcasting Sponsorship Guidelines available at ICASA Community Broadcasting Sponsorship Guidelines

ICASA Communication and Media Authority(ICASA).(2017).How to Make a Report or Complaint available at ICASAHow to make a report or complaint



# CERTIFICATE OF REGISTRATION OF NONPROFIT ORGANISATION

In terms of the Nonprofit Organisations Act, 1997, I am satisfied that  
**Maboloka Hiv/Aids Awareness Organisation**

(name of the nonprofit organisation)

meets the requirements for registration.

The organisation's name was entered into the register on **06 March 2001**  
(date)

Registration number

**010-153 NPO**

Director's signature

**06 March 2001**

Date

Department of Social  
Development



NO: 457

REGISTRATION NUMBER 72266961  
DATE OF REGISTRATION 06/03/2001  
REGISTRATION TYPE 1A  
REGISTRATION STATUS 7



**Tax Clearance Certificate Number:**  
0700/2/2019/A003144572

### Tax Clearance Certificate - Good Standing

**Enquiries**  
0800 00 SARS (7277)  
**Approved Date**  
2019-06-25  
**Expiry Date**  
2020-06-25

**Company registration number** 010-153NPO

**Income Tax** 9771749141  
MABOLOKA HIV AIDS AWARENESS ORGANISATION

**PAYE** 7430791113  
MABOLOKA HIV AIDS AWARENESS ORGANISATION

**Trading Name** MABOLOKA HIV AIDS AWARENESS ORGANISATION

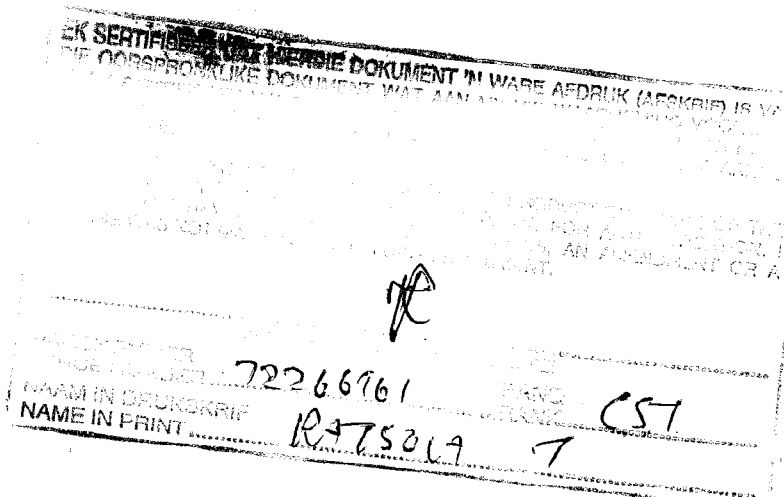
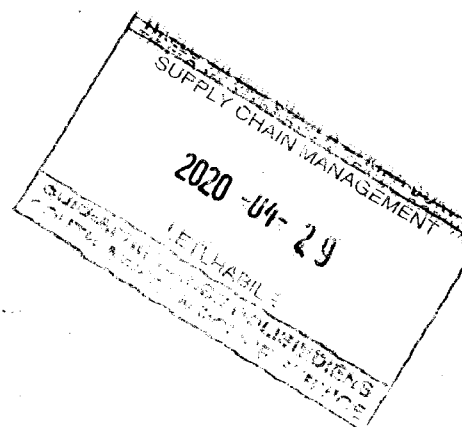
It is hereby confirmed that, on the basis of the information at the disposal of the South African Revenue Service (SARS), the above-mentioned taxpayer has complied with the requirements as set out in the Tax Administration Act.

This certificate is valid until the expiry date reflected above, subject to the taxpayer's continued tax compliance. To verify the validity of this certificate, contact SARS through any of the following channels:

- via eFiling
- by calling the SARS Contact Centre
- at your nearest SARS branch

This certificate is issued in respect of the taxpayer's tax compliance status only, and does not address any other aspect of the taxpayer's affairs.

*This certificate is issued free of charge by SARS*



# **MABOLOKA COMMUNITY RADIO**



## **Business Plan 20120**

### **Station Purpose**

**Maboloka Community Radio is a non – profit organisation which provides a community broadcasting service to the people of Madibeng.**

**We aim to contribute to the health and social wealth of our local community by providing access to a truly independent, community owned and run local radio station which will:**

**Improve access to local information, community events and entertainment**

**Increase the sense of connectedness in our community between people of all ages, social, cultural and ethnic backgrounds.**

**Provide a forum for engaging in discussion on issues of local, national and international importance.**

1.

## **Historical Overview**

Maboloka Community Radio is applying for a license in April 2020, The mock broadcasting is expected to start in June 2020. Maboloka Community Radio will cover a 50km radius. Areas that it covers include Maboloka Township and all adjacent areas in the Madibeng Local Municipality, and the northern parts of Gauteng Province. Maboloka Community Radio will be situated at House no. 334 Bataung Section Maboloka. It will broadcast 24 hours a day and is offering programmes in 9 different languages namely, Afrikaans, English, Tswana, Zulu, Venda, Xhosa, Sotho, Sepedi, and Tsonga. We have live programmes, Live broadcasts, Satellite Programmes, Live – Cross-overs and recorded programmes. We have personnels including staff and management. We also have a Board of Directors which are elected by the community at the annual general meeting (AGM) they serve for two years.

## **2. Maboloka Community Radio Management**

Maboloka Community Radio is co-ordinated by a management committee of volunteers filling the following positions.

### **BOARD OF DIRECTORS**

<b>NAME</b>	<b>POSITION</b>	<b>GENDER</b>
<b>Mr. George Tau</b>	<b>Chairperson</b>	<b>Male</b>
<b>Mr. Harrison Mashishi</b>	<b>Programming Portfolio</b>	<b>Male</b>
<b>Ms. Matshidiso Tutubala</b>	<b>Secretary</b>	<b>Female</b>
<b>Ms. Judith Mmola</b>	<b>Treasurer</b>	<b>Female</b>
<b>Mr David Tshemane</b>	<b>Marketing Portfolio</b>	<b>Male</b>
<b>Mrs. Kgomotso Kungwane</b>	<b>Human Resource</b>	<b>Female</b>

### **MANAGEMENT COMMITTEE**

<b>NAME</b>	<b>POSITION</b>	<b>GENDER</b>
<b>Comfort Mnisi</b>	<b>Station Manager</b>	<b>Male</b>
<b>Mr Abednigo Motaung</b>	<b>Finance Manager</b>	<b>Male</b>
<b>Paul Matopi</b>	<b>Technical Manager</b>	<b>Male</b>
<b>Samuel Moleele</b>	<b>Programme/News Manager</b>	<b>Male</b>
<b>Pone Moabelo</b>	<b>Administrator</b>	<b>Female</b>

<b>Ms Zanele Moela</b>	<b>HR Officer</b>	<b>Female</b>
<b>Mr Jabulani Radebe</b>	<b>Music Compiler</b>	<b>Male</b>
<b>Mr Isaac Mmelene</b>	<b>Marketing Manager</b>	<b>Male</b>
<b>Nono Gcumeni</b>	<b>Receptionist</b>	<b>Female</b>

## **Mission Statement**

To inform our communities through updates, particularly local news, and production of good quality programming. Locally – orientated programming in essence provide a sense of belonging, identity and pride among members of the community, encouraging gender sensitivity and breaking all stereotypes and challenging all forms of abuse. We also entertain and educate our community.

## **Vision**

To encourage dialogue at all times, therefore building a strong civil society that comprises literate, informed and empowered individuals. To have quality digital mobile studio that will enable us to reach our remote rural areas within our footprint.

## **Market Share**

Maboloka Community Radio is located in Maboloka, . The area of Maboloka overlaps with another Community Radio, 1 public radio, 1 regional commercial radio and SABC other stations: -

As the First and oldest community radio station in the Madibeng area, Maboloka Community Radio sees its market as providing quality, commercial free radio for the citizens of the Madibeng

area. As we sell advertising on a community rate unlike commercial and Public stations, we don't believe that we need to compete with the other licence holders in this area on a commercial basis.

### **Financial Statement**

Maboloka Community Radio derives its income from 3 main sources, Advertising, fundraising & grants. In the past these have provided sufficient income to cover the stations running costs.

To meet the increasing costs associated with the running of the station we will be seeking to raise our income through: -

- Increased Advertising fees
- Increasing Advertisers numbers
- Sourcing of more community grants
- Running local music benefits and fundraisers.

## **Short Term Objectives (12months or less)**

### **1. INCREASE OUR REVENUE**

We are currently on an intensive marketing drive to increase our Advertisers so that we can have an increased database of our Advertisers within Madibeng local Municipality.

### **PURCHASE A VEHICLE .**

We will negotiate with car dealerships in Brits to have a sponsored car for the station, where it will be branded with their name and also offer airtime in exchange to the vehicle.

## **Long Term Objectives**

**Purchase a purpose built outside broadcast unit.** This will allow us to undertake outside broadcasts at community, sporting & cultural events on a regular basis, raising our public profile in the community.

### **Appointment of a full time Marketing Manager.**

The appointment of a full time Marketing manager will allow us to undertake a number of functions that we would like to pursue such as: -

- Increasing number of the Advertisers.
- Contacting businesses to promote institutional sponsors.
- Promote awareness of the stations existence & services with businesses, community groups & the listening public in general.

### **Initiate formal recruitment & training program.**

We would like to put in place a formal recruitment & training program for new announcers wishing to produce their own programs. This could take the form of a short training course in such areas as: -

- Equipment operation,
- Announcement procedure,
- Codes of practice.



3. **Locate a secure source of permanent funding.**

The location of a permanent source of funding will be required, as the operating costs of the station will continue to rise. These funds could be raised from a number of areas including: -

- A permanent grant from the Madibeng Municipality.
- Signing of a sponsorship arrangement with major company.
- Selling of advertising or sponsorship in allocated time slots.

### SWOT ANALYSIS

<b>Strengths:</b> <ul style="list-style-type: none"><li>• Good relationship with local leaders.</li><li>• Audited financial records</li><li>• Well trained human resource</li><li>• Good governance</li></ul>	<b>Weaknesses:</b> <ul style="list-style-type: none"><li>• Lack of self-sustaining financing</li><li>• Loss of trained personnel due to low and unattractive salaries</li></ul>
<b>Opportunities:</b> <ul style="list-style-type: none"><li>• Potential of creating sustainable job opportunities for the community</li><li>• Few local competitors in the business</li></ul>	<b>Threats:</b> <ul style="list-style-type: none"><li>• Pricing of the fees for services is minimal as it is structured along household's incomes which are very low. Consequently, the incomes are very low</li><li>• Emergence of the new community Radio</li><li>• Unstable Markets will affect our sustainability</li></ul>

# MARKET

Detailed Description of Product/service	Product /Service Price	Quantity	Targeted Market (s) for the Product/Service	Total Revenue
30 seconds advert(6-9 a.m)	R500.00 each	120	Retail shops,chain stores,Government Departments	R60 000.
30 sec (10-13 p.m)	R300.00	120		R36 000
30 sec (12-15p.m)	R340.00	120		R40 800
30 sec(15-18 p.m)	R500.00	120		R600 00
30 sec (18-21p.m)	R340.00	120		R40 800
Live reads	R200	400	Churches,Tarvens spazas and local shops	R80 000
Live cross over(15 min)	R1 500	12	Government departments	R18 000
Insert (30 min)	R1 500	48	Government departments	R72 000
Naming Rights(30 minutes)	R3 000 per month	12	Government Departments and churches	R36 000
Live Transmission	R5 000 (1 Hour)	12	Government Departments and churches	R60 000
Pre Promo(30 Sec)	R500	400 singles	Retail shops,chain stores,Government Departments	R200 000
Interviews (5 Minutes)	R1000	100	Government Departments and churches	R100 000
15 Minutes	R2 500	100		R250 000
30 minutes	R3000	100		R300 000
Competition	R2 500	12	Retail stores	R30 000
Outside Broadcasts	R20 000	12	Retail shops,chain stores,Government Departments	R240 000
TOTAL				R1 593 600

**Target market:**

The target market is based on geographical segmentation, which is the local and neighbouring retailers, general dealers, government department and chain stores.

**Marketing Strategy**

The competitive edge of Maboloka Community Radio is through identifying the competitors and gaining knowledge of their weaknesses and strength and being able to identify a gap that was missed and capitalizing on that so as to make sure that the customers receive value for their money. The packaging methods will be user friendly to the customers and be informational to the customers.

The following are promotion methods to inform and identify with the customers.

**Personal visits to potential customers**

- Visiting potential and targeted customers (retailers) and informing them about the products and services that the we will be offering.
- Presentations to potential clients

**Target market:**

The target market is based on geographical segmentation, which is the local and neighbouring retailers, general dealers, government department and chain stores.

**Marketing Strategy**

The competitive edge of Maboloka Community Radio is through identifying the competitors and gaining knowledge of their weaknesses and strength and being able to identify a gap that was missed and capitalizing on that so as to make sure that the customers receive value for their money. The packaging methods will be user friendly to the customers and be informational to the customers.

The following are promotion methods to inform and identify with the customers.

**Personal visits to potential customers**

- Visiting potential and targeted customers (retailers) and informing them about the products and services that the we will be offering.
- Presentations to potential clients

5.

## Financial Income & Expenditure Projections Statement

### Income Projections

	2020.	2021.	2022.
Grants	750 000	800 000	1000 000
Donations	12000	24000	32000
Advertisers	1 140 000	1 593 600	1 945 000
Fundraising	56000	62000	78 000
<b>Total</b>	<b>1 958 000</b>	<b>2 479 600</b>	<b>3 055 000</b>

### Expenditure Projections

	2020.	2021.	2022.
Studio Maintenance	12000	15000	18000
Building /site Maintenance	2500	3000	3500
Administration Costs	18000	24000	24000
Other			
Insurance	1800	1800	2000
Phone /Fax	36000	36000	39000
Licences	0	0	0
Rent	18000	18000	18000
Power	3600	3600	3600
Stipends			
Management	246 000	246 000	370 000
Staff	480 000	480 000	620 000

**Estimated Total Operation Costs      R817 900      R827 400      R1 098 100**