



Cape Media House, 28 Main Road, Rondebosch, Cape Town. Tel: 021-681 7000

SUBMISSION TO I.C.A.S.A.

Following meetings held by the Licensing Authority we would comment as follows:

To establish credibility and substantiation of the following comments we find it advisable to quantify the writer's credentials.

1. Radio and T.V. experience both behind the microphone and camera forty years plus.
2. Broadcast Engineer registered with the Society of Broadcast Engineers  
No:-
3. Built and staffed seven Radio Stations throughout Africa.
4. Owner of current Commercial Radio Station licensed by I.C.A.S.A.
5. Was part of the stakeholders committee under then Minister Jay Naidoo to write the Broadcast Act.

Firstly,

It is my contention that I.C.A.S.A should split Commercial from Community with separate bodies and counsellors.

It is apparent that the two entities have different needs and much time is lost at meetings attended by both parties as was recently highlighted when I attended the meetings.

I further contend Community Radio should not be allowed to carry Commercial Advertising, unless such Advertisers business is in their broadcast area.

This has also encouraged gross tax avoidance by such Community Stations forming section 21 companies. Thus writing off profit to inflated expenses. This does not apply to genuine Community Stations.

Such examples of abuse are plainly evident in Gauteng and the Cape. (Proof and naming can be supplied).

Finally as promised when license was granted to Commercial Stations, they have failed in so much as little or no assistance is afforded to the Community Stations by their commercial counterparts, who should piggy back with at least one Community Station offering technical and survival assistance. Such small mindedness does not create a training arena for new blood in the Broadcast Industry.

### Secondly

Many Commercial Radio Stations have blatantly flouted their licensing conditions with I.C.A.S.A failing to correct such irregularities.

It seems when License is granted they discover their format is not as enriching as expected, they merely change it. This has created a scenario where musically they all sound the same.

For instance how can a licensed Talk Radio Station play 100% music when it feels like it. Not only in daily shows but a complete weekend. "Talk" is "Not Music". Other stations have gone from Jazz to R & B etc. Classic Hits seems to be the order of the day and local content in many instances totally ignored. (I will address this issue).

### Thirdly

Local content is a fractious issue that cannot possibly be addressed with one sweeping rule that fits all. For instance Classical Music could never fulfill this; A small Country (musically) such as South Africa has a very tiny limited production of such music.

Taking my own Station which must not be confused with a Classic Hits or Contemporary adult stations – Magic 828am is a Golden Oldies Station relying on Chart Hits only of the past. Thus a very small amount of S.A hits made our Top 20 or 30 in South Africa, thus we would not be able to meet such demands.

We obtained our license on a Golden Oldies basis deliberately to avoid doing what all the other stations do and play on air.

Surely diversity in Broadcasting is the key word, not mass offerings with different announcers serving it up. Again, should an all-African Music Station be licensed they would indeed battle even today to provide 100% local and to be accepted by listeners for its one view radio ignoring the rest of Africa's music, let alone world product. As such I implore councilors to apply their minds carefully on these issues.

I wear two caps in this submission – the second being a T.V. Production House owner.

It is a well-known fact that acceptable (and I use this word wisely) T.V Local Production is far from cheap. To purchase overseas Production is far more cost

effective, thus E.T.V - S.A.B.C, - M-Net and Top T.V if truth be told try to show as much cost effective T.V as is possible.

Forcing channels to show content that is not acceptable to the public is a recipe for disaster. This is one of the prime reasons the S.A.B.C struggles.

Whilst I welcome Local Content, one must change the rules of supply to allow smaller Production Houses into the market place.

Should I.C.A.S.A force these issues it is my contention that it will merely drive consumers into the hands of Streaming Stations (Radio/T.V) thus reducing the Advertising income of those forced to comply,

To date worldwide licensing authorities have not been able to apply Law and Regulations to Streaming. It is getting bigger and more popular.

I fully realise Africa is different, however it will drive those who are Licensed to air mediocre product to make ends meet financially.

I would end with a cautionary note and advise:

#### Radio and T.V is Talent Driven

Watched and listened to by a public that will accept what they want, and not what is forced upon them.

I have seen many fail with this simple compliance:

- 1<sup>st</sup> Entertainment
- 2<sup>nd</sup> Variety
- 3<sup>rd</sup> Education

You cannot swap them around – You will fail!

I would appreciate an opportunity of physically presenting these points to you.

Yours sincerely

Tony Sanderson  
C.E.O.