

**ITP-R for Community Sound Broadcasting Service and Radio
Frequency Spectrum License**

**EASTHIGH COLLEGE OF
EXCELLENCE**

Proposed Name:

MBOMBELA FM

YEAR: 2022

Contact:



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Annexure A**FORM B****REGISTRATION FOR A CLASS LICENCE TO PROVIDE A COMMUNITY BROADCASTING SERVICE****(Regulation 7 (2))****INDEPENDENT COMMUNICATIONS AUTHORITY OF SOUTH AFRICA****Note:**

- (a) Registrants must refer to the *Electronic Communications Act, 2005 (Act No. 36 of 2005)* ("the Act") and any regulations published under that Act with regard to the requirements to be fulfilled by registrants. Registrants are referred, in particular, to the *Community Sound Broadcasting Regulations, 2019 (published under GN439 in Government Gazette 42323 of 22 March 2019)* and the *Community Sound Broadcasting Licence: Criteria to Measure Community Support Regulations, 1997 (published under GN R1388 in Government Gazette 18380 of 17 October 1997)*.
- (b) Information required in terms of this Form which does not fit into the space provided may be included in an appendix attached to the Form. Each appendix must be numbered with reference to the relevant part of the Form.
- (c) Where any information in this Form does not apply to the registrant, the registrant must indicate that the relevant information is not applicable.

1. PARTICULARS OF REGISTRANT	
1.1 Full name of registrant:	Easthigh College of Excellence T/A Mbombela FM
1.2 Designated contact persons (maximum of two):	<div style="background-color: black; height: 15px; width: 100%;"></div> <div style="background-color: black; height: 15px; width: 100%;"></div>
1.3 Registrant's principal place of business:	<div style="background-color: black; height: 40px; width: 100%;"></div>

1.4	Registrant's postal address:	[REDACTED]
1.5	Registrant's telephone number/ (including mobile numbers):	[REDACTED]
1.6	Registrant's telefax number/s:	N/A
1.7	Email address of designated contact person (maximum of two):	[REDACTED]

2. LEGAL FORM OF REGISTRANT

2.1 Indicate the legal form of the registrant (e.g. Non- Profit entity Incorporated in terms of the Companies Act, 2008): NPO -Social Development

2.2 Registration number of the registrant:

[REDACTED]

2.3

The following documents must be submitted with the registration: the certificate of registration accompanied by an approved memorandum of incorporation, a constitution which has been signed by founding members/ Board. The founding documents must have provisions for the following minimum of 51% quorum for the annual general meeting, provision for membership and an appeals mechanism in case of rejection upon application and a clear separation of powers between management and board of directors. Should the registrant fail to submit these documents, the registration will not be considered. (Attach as Appendix 2.3.1)

Attached as Appendix 2.3.1

3. NON-PROFIT STATUS OF REGISTRANT

Provide details of the registrant's non-profit status. Please provide a certified certificate of registration as a Non-Profit Entity or provide a deed of trust and Letter of Authority from the Master's Office in respect of a Community Trust.

Attached as 3.1	
4. COMMUNITY	
4.1 Indicate whether the community to be served by the proposed broadcasting service is:	
4.1.1 geographically founded community; or	Geographically founded Community
4.1.2 group of persons or sector of the public with a specific, ascertainable common interest.	N/A
4.2 Where the community to be served by the registrant is a geographically founded community, provide details of the community to be served, including: <ul style="list-style-type: none"> (i) whether the community is urban, peri-urban or rural (ii) the number of people in the community (iii) gender, language, income and demographic statistics in relation to the community. (Attach as Appendix 4.2) 	
4.3 Where the community to be served by the registrant is a community of common interest, provide details of the community to be served, including: <ul style="list-style-type: none"> (i) the nature of the common interest; (ii) the size of the community in the geographic area in which the service is proposed to be provided; and (iii) gender, language, income and demographic statistics in relation to the community. (Attach as Appendix 4.3) 	
N/A	

5.	NATURE OF SERVICES TO BE LICENSED
5.1	Provide a description of the service to be provided: (Attach as Appendix 5.1)
	Attached as Appendix 5.1
5.2	Indicate the geographic area in which the service is to be provided:
	City of Mbombela and Surrounding areas.
5.3	Provide details of the languages in which the broadcasting service is to be provided. Where it is proposed that the service will be provided in more than one language, provide a breakdown of the number of hours of programming which will be broadcast in each language.
	English - 50% Siswati - 45% Afrikaans - 5%
5.4	Provide the registrant's proposed programming schedule. Further provide the proposed programming format and content to be provided, and indicate when your peak time will be, the extent to which output would be locally originated and extent to which it will be externally sourced. Further indicate the proposed minutes of news to be broadcast on a daily basis and provide a percentage split in terms of local, national and international news content. Indicate the duration and scheduling of current affairs programme/s and provide the percentage split in terms of local, national and international content and indicate source as well. The ICASA South African Music Content Regulations, 2016 require class community sound broadcast licences to broadcast the prescribed percentage of local music. Indicate your proposed percentage of local music to be broadcast. (Attach as Appendix 5.4)

6. SERVING THE COMMUNITY'S INTERESTS**6.1 Provide proof of how the registrant proposes to serve the community's interests:**

Easthigh College of Excellence T/A Mbombela FM will consult community members on matters of concern that will improve their lives through radio.

There will be a committee that will represent listeners suggestions and concerns.

The program manager will be the one responsible in making sure the above is fulfilled.

6.2 Provide proof of how the registrant proposes to encourage members of the community it serves, or persons associated with the promotion of the community's interests, to participate in the selection and production of programming to be provided by the registrant:

The committee referred to in 6.1 above will on termly basis or anytime when necessary meet with the program manager for reviewal purpose and to check if the programs are still serving the community interest.

7. SUPPORT

Provide proof of support by members of the registrant's community or of persons associated with the registrant's community or of persons who promote the interests of the registrant's community. Kindly submit letters of support from NGOs, business and so forth and signatures of support from members of the community/prospective listeners etc. (Attach as Appendix 7)

Attached as Appendix 7

8. FINANCES
8.1 Submit commitment of funding, which includes the amount from financial institutions or any other entity for start-up costs and provide details of the way the proposed service is to be funded (e.g. sponsorship, donations etc.) (Attach as Appendix 8.1)
Alba Promotion's commitment letter is attached as Appendix 8.1 Alba Promotion is business of promoting services and events.
8.2 Provide details of the registrant's anticipated: <ul style="list-style-type: none"> i. capital expenditure necessary for the commencement of the provision of services; and ii. operating expenditure during the registrant's first year of operation. (Attach as Appendix 8.2)
<p style="text-align: center;">Attached as Appendix 8.2</p>
8.3 Provide details of the registrant's business plan: (Attach as Appendix 8.3)
<p style="text-align: center;">Attached as Appendix 8.3</p>

9. CONTROL AND MANAGEMENT
9.1 Provide details (including name, nationality, identification or passport number, position

<p>and address) of each member of the registrant. Confirm if the individuals below reside within the proposed coverage area (Attach as Appendix 9.1)</p> <p>i. board of directors or similar body</p> <p>ii. senior management</p> <p>iii. Attach the proposed organogram</p>
<p>9.2 Provide details of all ownership interests in the registrant: (Attach as Appendix 9.2)</p> <p>9.2.1 Provide details of any persons in a position of control of the registrant who is a foreign citizen, or an entity registered or incorporated in any country other than South Africa: Indicate whether any member of the Board of the registrant is a foreign citizen or an entity registered or incorporated in any country other than South Africa. Provide details below.</p>
<p>No position of control is occupied by a foreign national.</p> <p>The entity is South African registered.</p>
<p>9.3 Indicate whether any member of the Board of the registrant is also a member of the Board of another licensee issued in terms of the Act. Please provide details below.</p>
<p>No one is involved in another licensee.</p>
<p>10. RADIO FREQUENCY SPECTRUM</p>
<p>10.1 Indicate if the registrant has submitted or intends to submit an application for a radio frequency spectrum licence for the provision of the services to which this registration relates. The registrant <u>must</u> complete Form P contained in this ITPR, indicate, from the frequencies provided by the Authority, which frequency band it seeks to utilise to provide the service</p>

The applicant is applying for a radio frequency.
It seeks to utilise : 107.3

11. GENERAL	
11.1 Indicate whether the registrant is a member of an entity recognised in terms of section 54 and 55 of the Act.	No
11.2 Indicate whether the registrant is a party, movement, organisation, body or alliance which is of a party - political in nature.	No
11.3 Indicate whether the registrant has ever been convicted of an offence in terms of the Act or related legislation, as defined in the Act. If so, provide details of such conviction	No
11.4 Provide details of other matters or undertakings which, in the registrant's view, the Authority should consider:	
<p>The registrant is currently doing community development and empowerment of unemployed youth born after 1994. This project targets both black and white youth who are unemployed and living in poverty. Most of our talk shows will be based on reconciliation of youth through inclusive workplaces. We are at the moment in search of for white youth who speaks african languages with pride to empower them for being true South African whilst at the same time reconciling the country through language.</p>	
11.5 Attach a resolution authorising the person (s) not more than two signing this registration and liaising with the Authority during the registration process. The resolution <u>must</u> be marked clearly as (Appendix 11.5)	

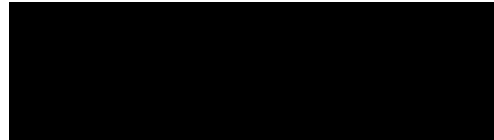
The person signing the registration on behalf of the registrant must acknowledge as follows:

I acknowledge that the Authority reserves the right to have any licence issued pursuant to this registration set aside should any material statement made herein, at any time, be found to be false. Signed

(REGISTRANT)

I certify that this declaration was signed and sworn to before me at NOSPUNH...
on the 07 day of June 2022, by the deponent who acknowledged that
he/she:

1. knows and understands the contents hereof;
2. has no objection to taking the prescribed oath or affirmation; and
3. considers this oath or affirmation to be truthful and binding on his/her conscience.



**COMMISSIONER OF OATHS**Name: Address: 

Annexure B**" FORM P "****APPLICATION FOR BROADCASTING SPECTRUM LICENCE****(Regulation 15)****INDEPENDENT COMMUNICATIONS AUTHORITY OF SOUTH AFRICA****Note:**

(a) Application must refer to the *Electronic Communications Act, 2005 (Act No. 36 of 2005)* ("the Act") and any regulations published under that Act with regard to the requirements to be fulfilled by the applicant. Applications are referred, in particular, to the *Community Sound Broadcasting Regulations, 2006 (published under GN755 in Government Gazette 28919 of 6 June 2006)* and the *Community Sound Broadcasting Licence: Criteria to Measure Community Support Regulations, 1997 (published under GN R1388 in Government Gazette 18380 of 17 October 1997)*.

(b) Information required in terms of this Form which does not fit into the space provided may be included in an appendix attached to the Form. Each appendix must be numbered with reference to the relevant part of the Form.

(c) Where any information in this Form does not apply to the registrant, the registrant must indicate that the relevant information is not applicable.

1. PARTICULARS OF APPLICANT	
1.1 Application/Radio Station Name:	Easthigh College of Excellence T/A Mbombela FM
1.2 Designated contact person/s:	
1.3 Applicant's principal place of business:	

1.4 Applicant's postal address:	[REDACTED]
1.5 Applicant's telephone numbers/s (include mobile numbers):	[REDACTED]
1.6 Applicant's telefax number/s:	N/A
1.7 Email address of designated contact person (maximum of two):	[REDACTED]
1.8 Applicant's Service Licence No:	

2. TECHNICAL INFORMATION		
2.1 Transmitter Site*	Kaapschehoop	
2.2 Signal Distributor*	Sentech	
2.3 Frequency Applied For*	107.3	MHz
2.4 Geographic Co-Ordinates*		
2.5 Physical Address	Waiting for Sentech to provide	
2.6 Site Height*		m above sea level
2.7 Mid-Antenna Height*	102	m above site
2.8 Maximum Effective Antenna Height*		m above terrain
2.9 Designation of Emission*		
2.10 Frequency Stability*		kHz
2.11 Spurious Emission Level*		dB/1mW
2.12 Maximum Deviation*		kHz
2.13 Maximum Effective Radiated Power (ERP)*	0.2	kW
2.14 Antenna Horizontal Radiated Pattern*		

2.15 Antenna Polarisation*	
2.16 Programme Source*	
2.17 RDS Service	
2.18 SST Service	
2.19 Period**	
Legend:	
(*) mandatory field	

The person signing the registration on behalf of the registrant must acknowledge as follows:

I acknowledge that the Authority reserves the right to have any licence issued pursuant to this registration set aside should any material statement made herein, at any time, be found to be false.

Signed
(REGISTRANT)

I certify that this declaration was signed and sworn to before me at Nesruu on the 07 day of June 2022, by the deponent who acknowledged that he/she:

4. knows and understands the contents hereof;
5. has no objection to taking the prescribed oath or affirmation; and
6. considers this oath or affirmation to be truthful and binding on his/her conscience.

COMMISSIONER OF OATHS

Name:

Address:

(...end of substitution)"

22 June 2022

[REDACTED]
Mbombela FM
[REDACTED]

Dear Sir/Madam

Re: Use of Sentech Signal Distribution Services – MBOMBELA FM

We acknowledge MBOMBELA FM's intention to obtain signal distribution services from SENTECH to transmit an FM radio signal in their selected geographic area. SENTECH is willing and able to provide an FM radio transmission service to MBOMBELA FM.

SENTECH supports MBOMBELA FM's application to ICASA for an FM radio broadcast license should the broadcaster elect to pursue that option.

We thank you for interest in our services and we look forward to being of further service to you.

Yours Faithfully

[REDACTED] (Signature Confirmed)
[REDACTED]

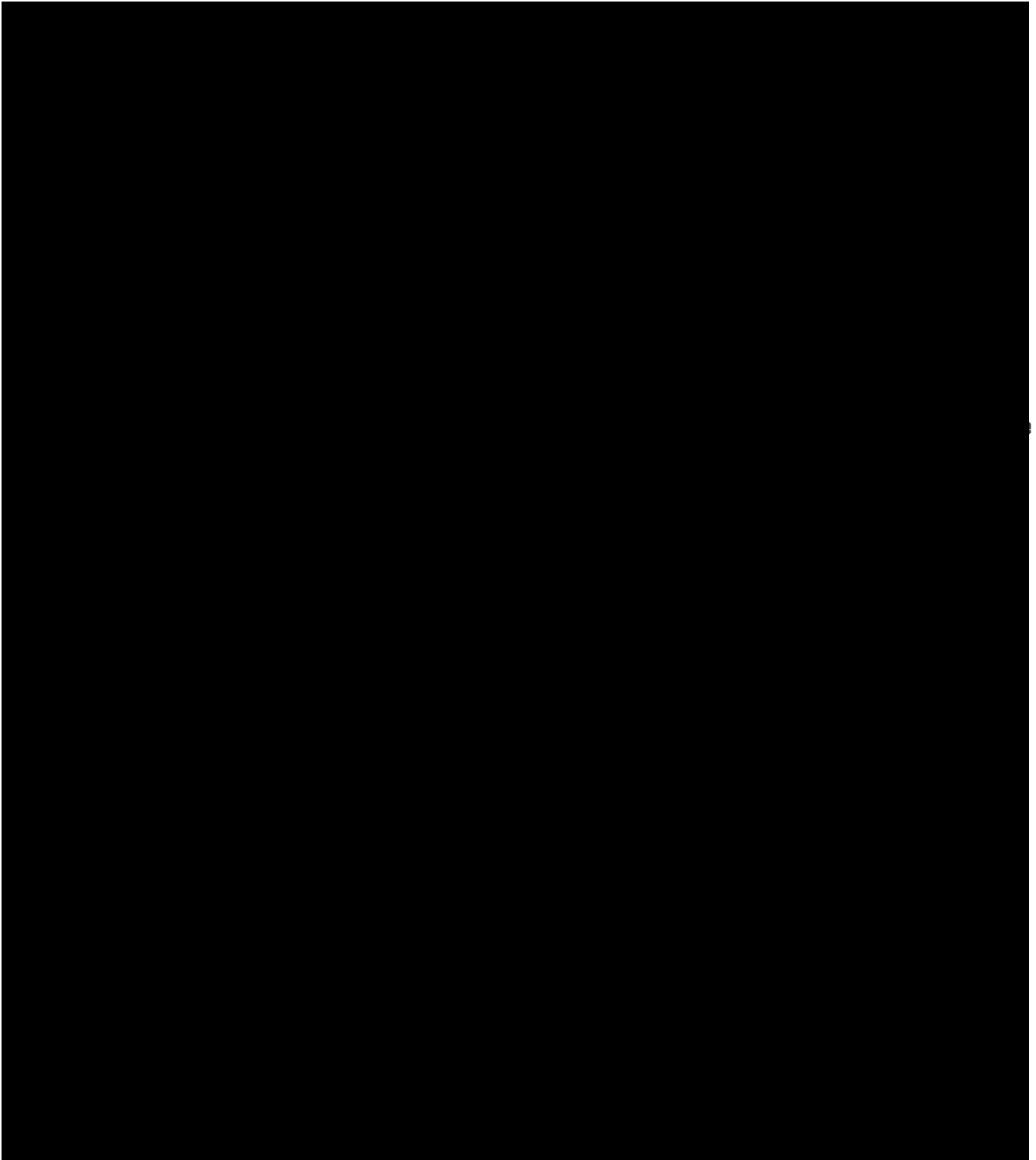
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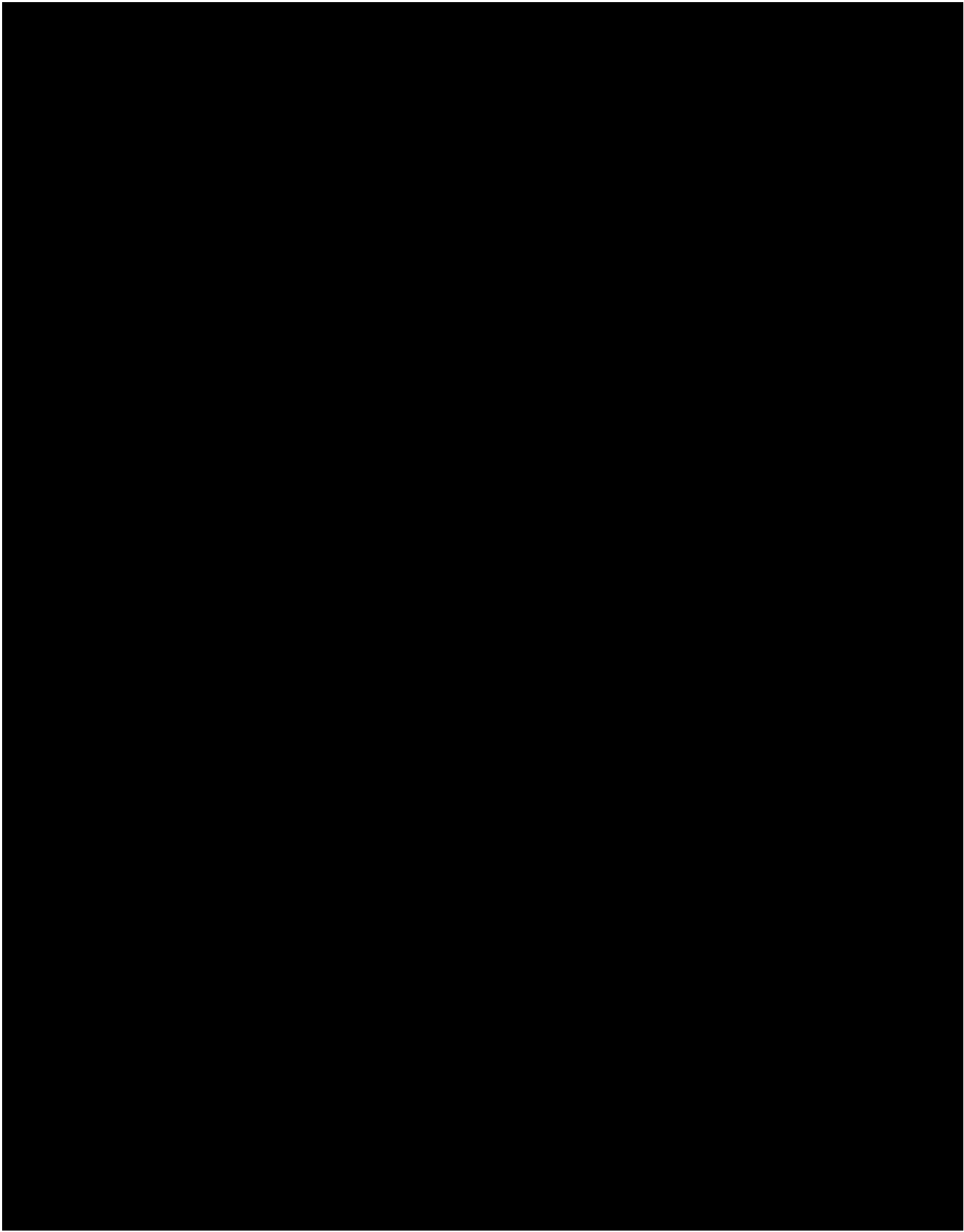
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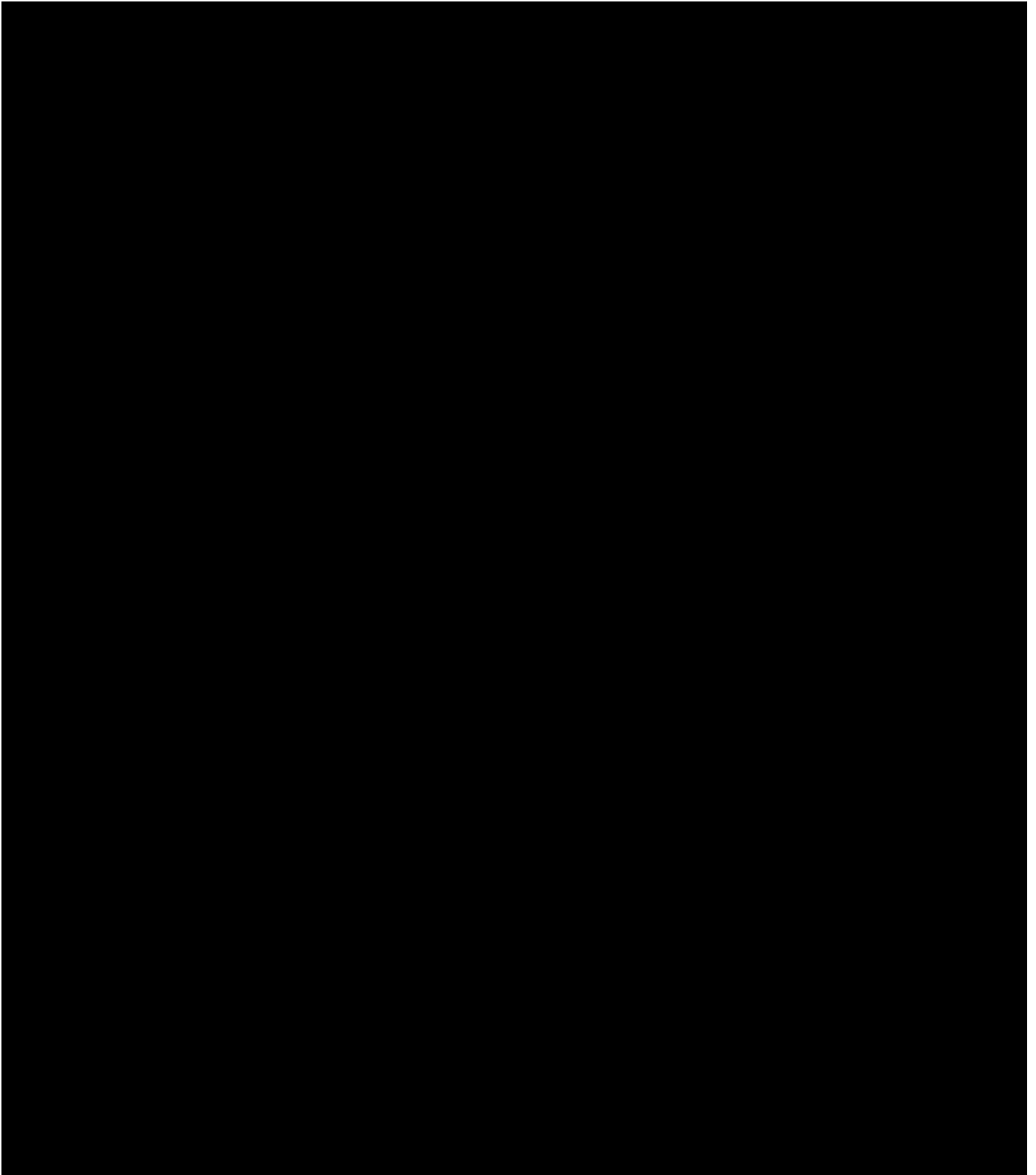
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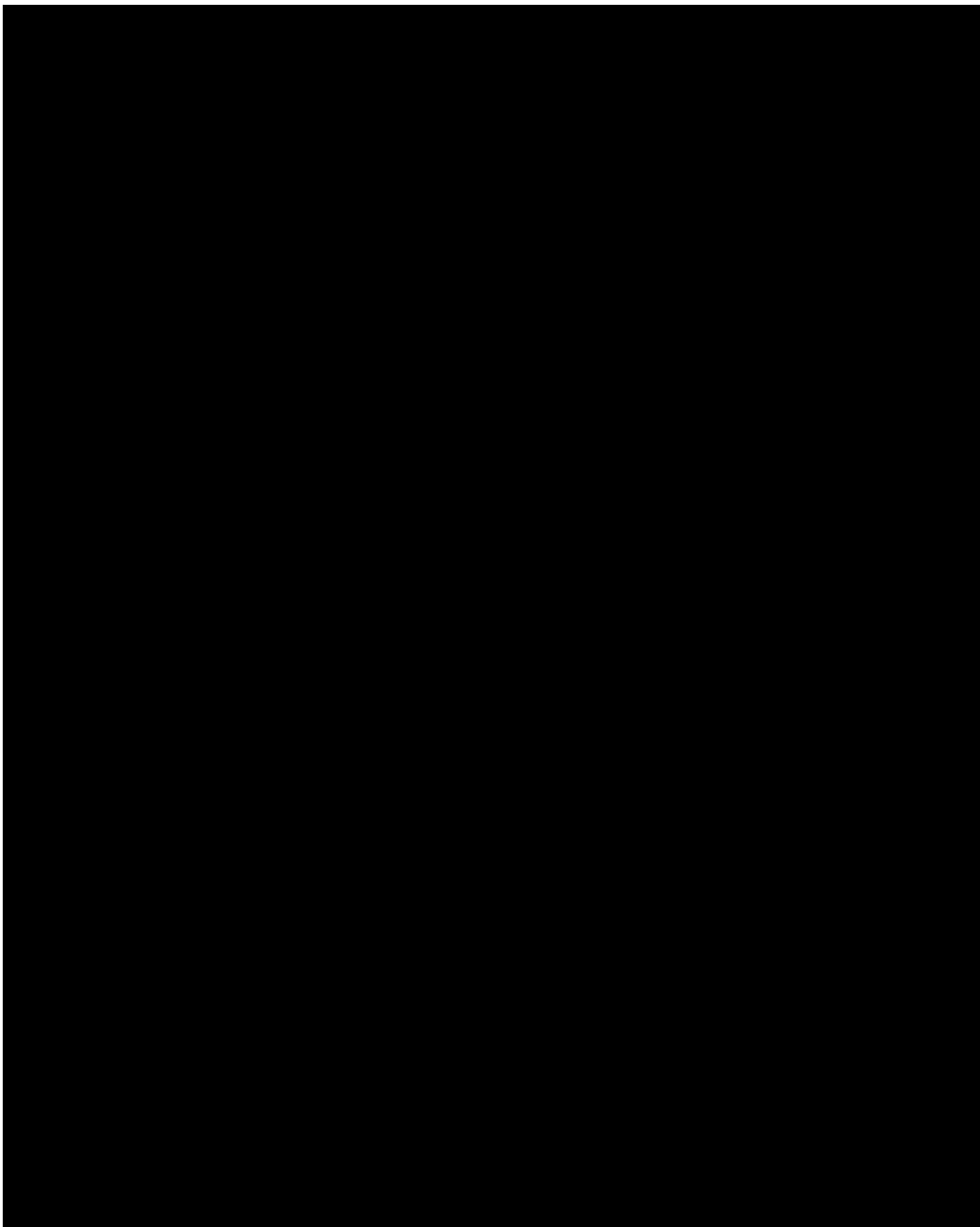
FORM B

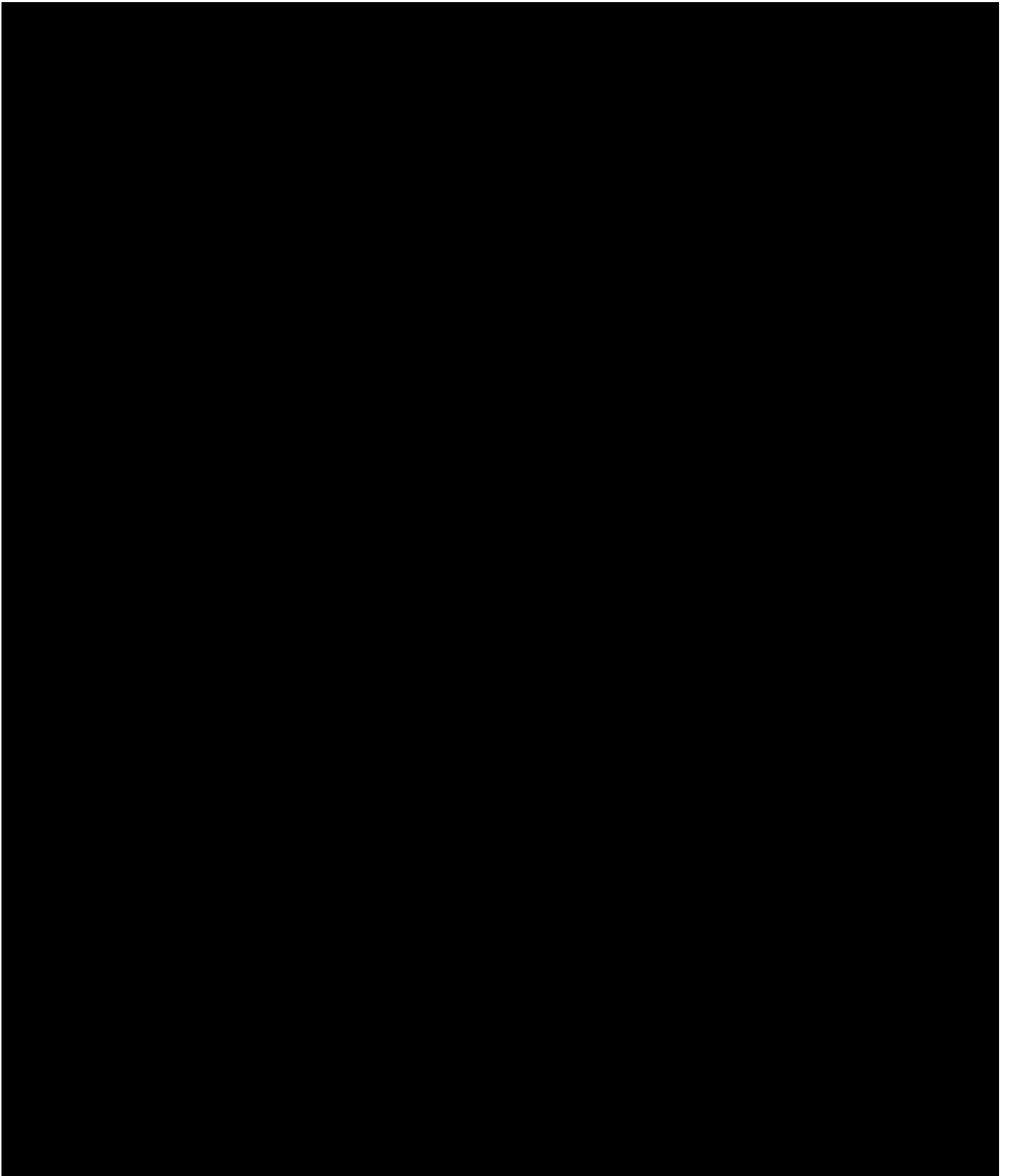
MBOMBELA FM CONSTITUTION

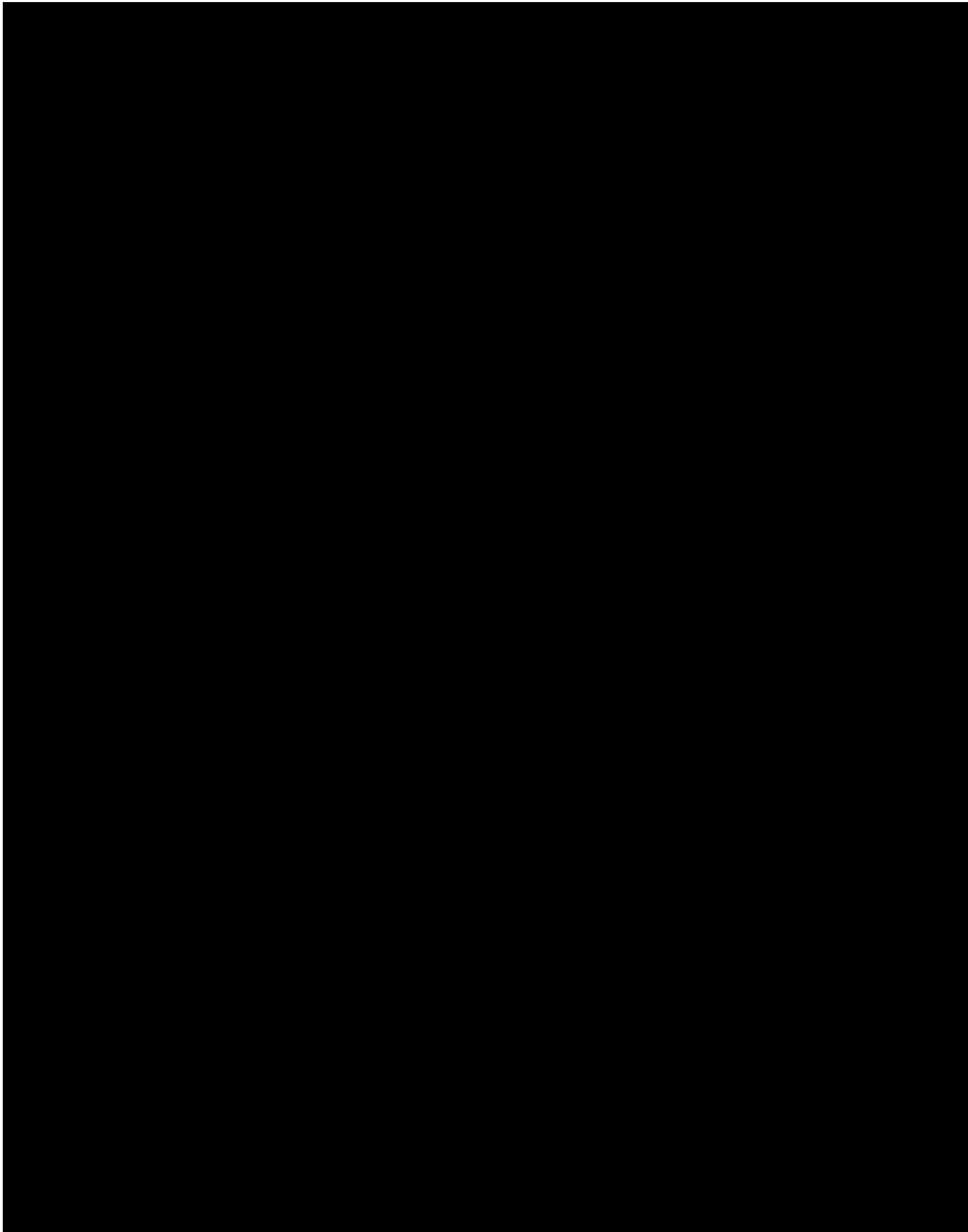


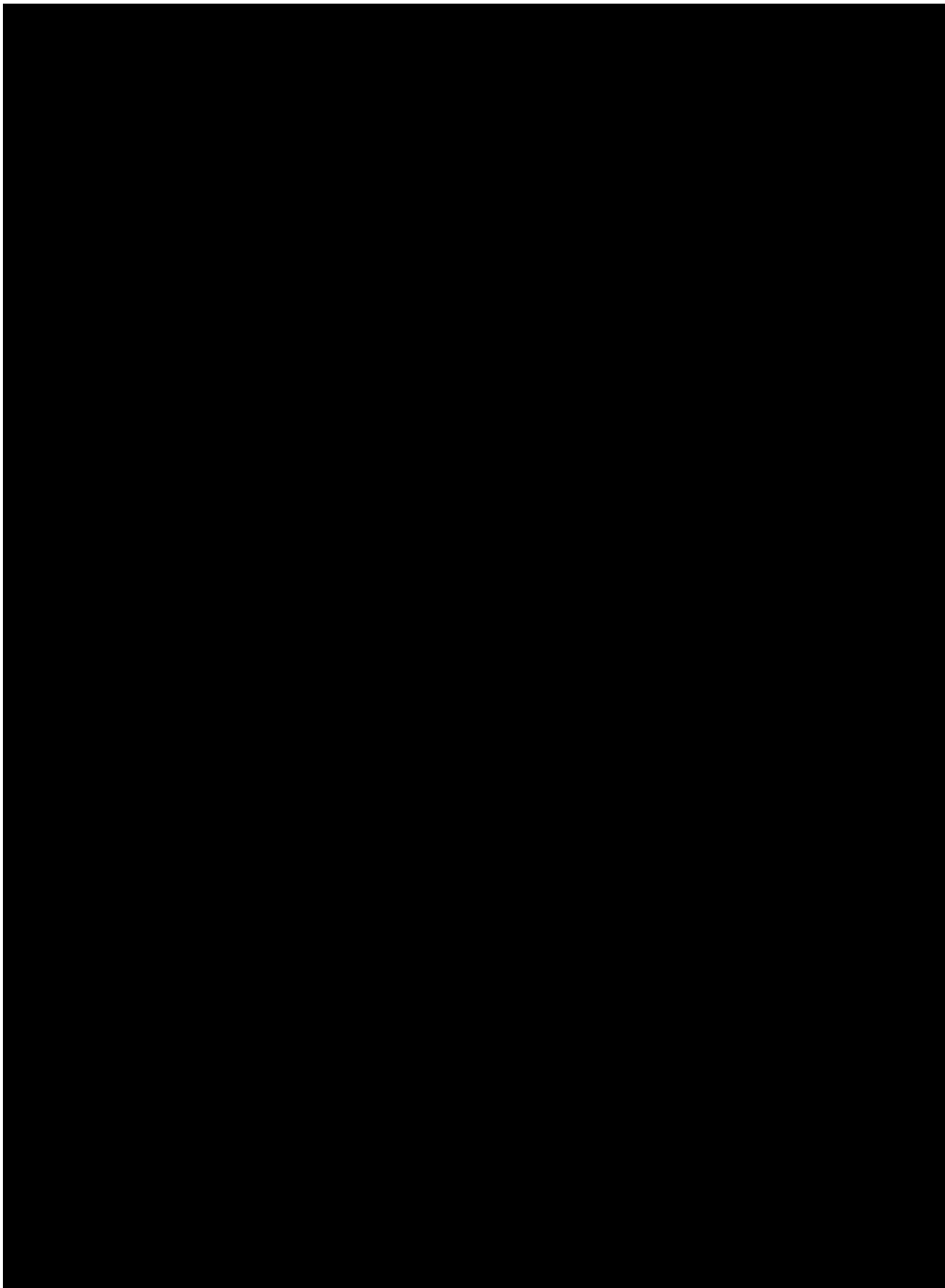


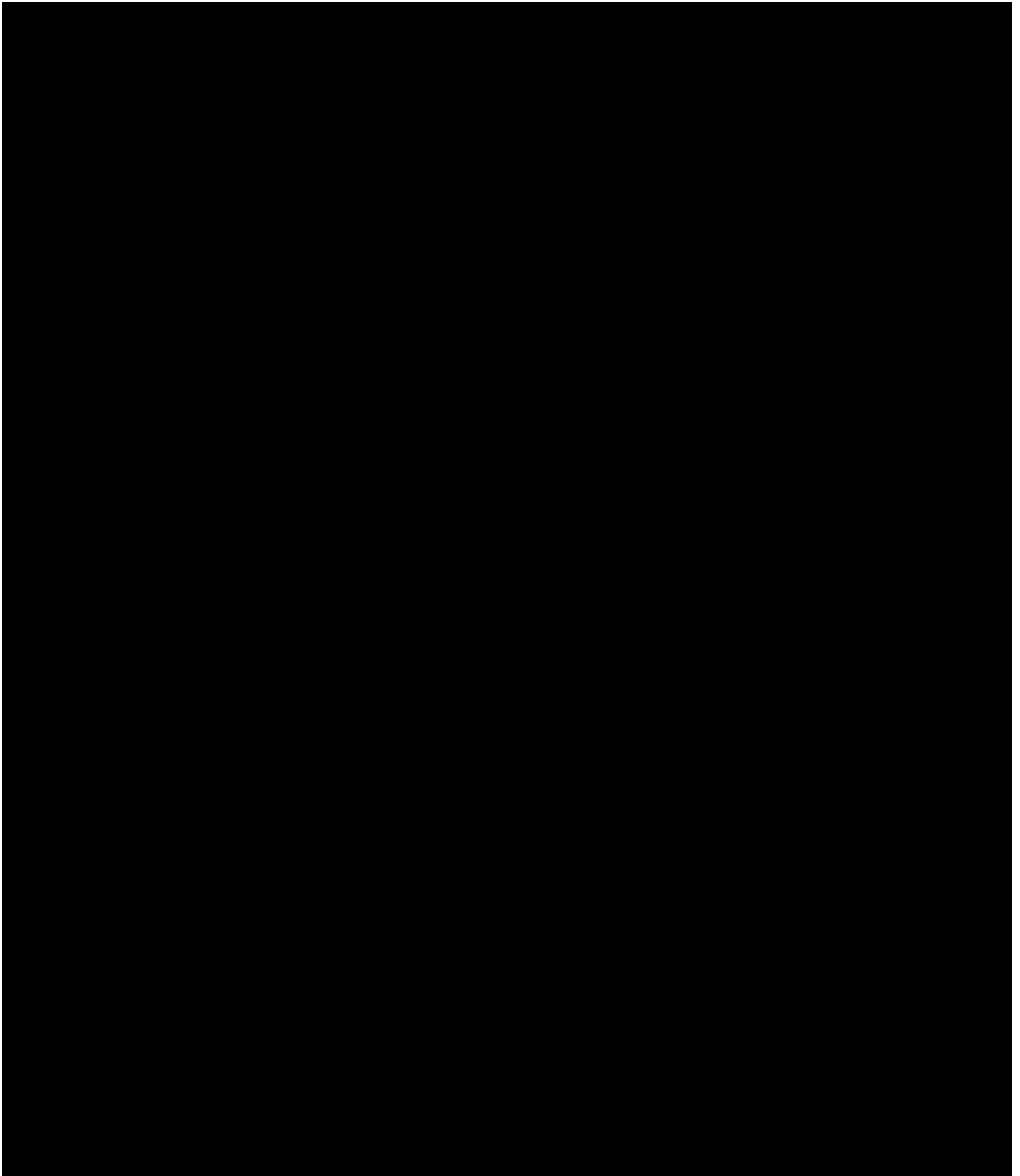


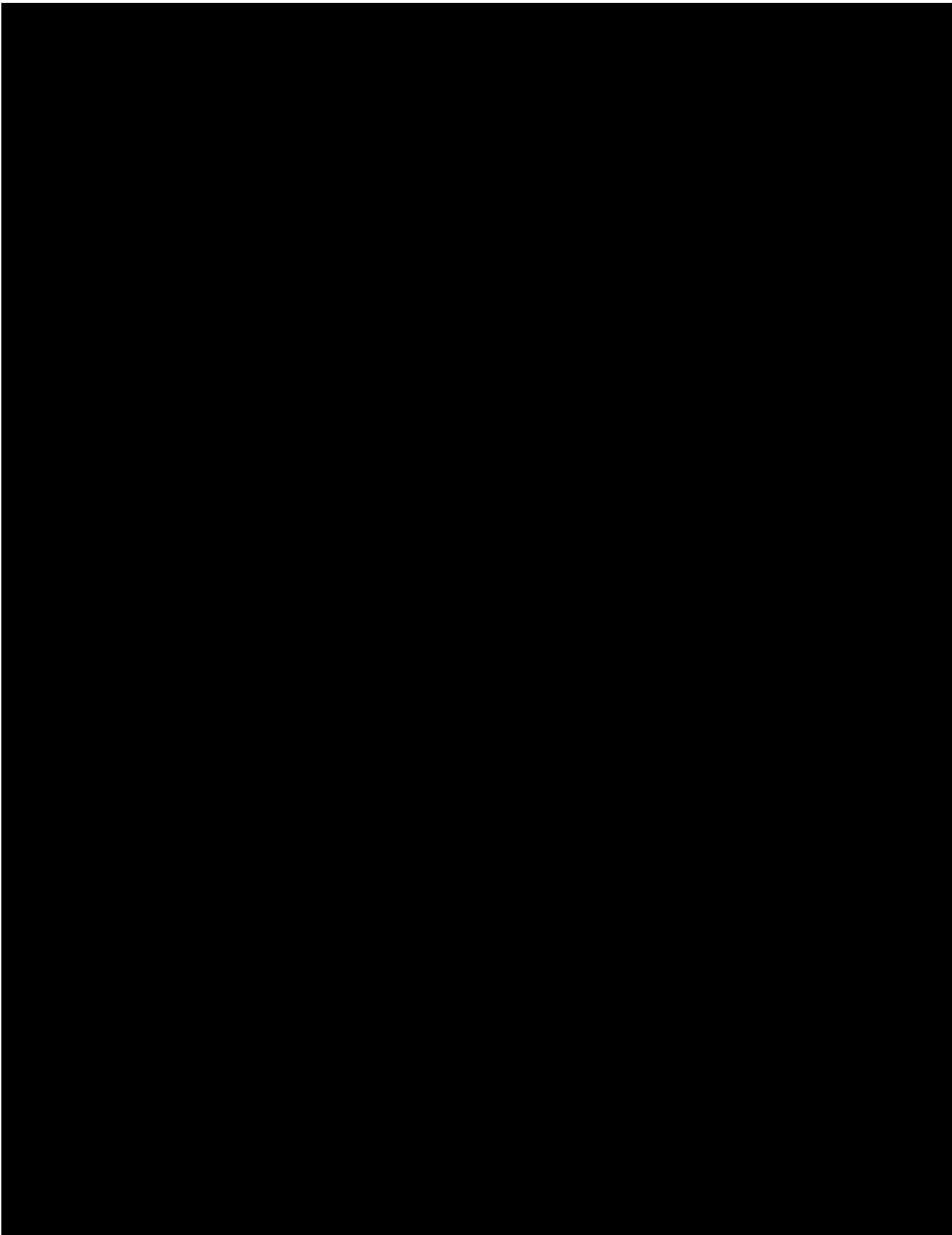


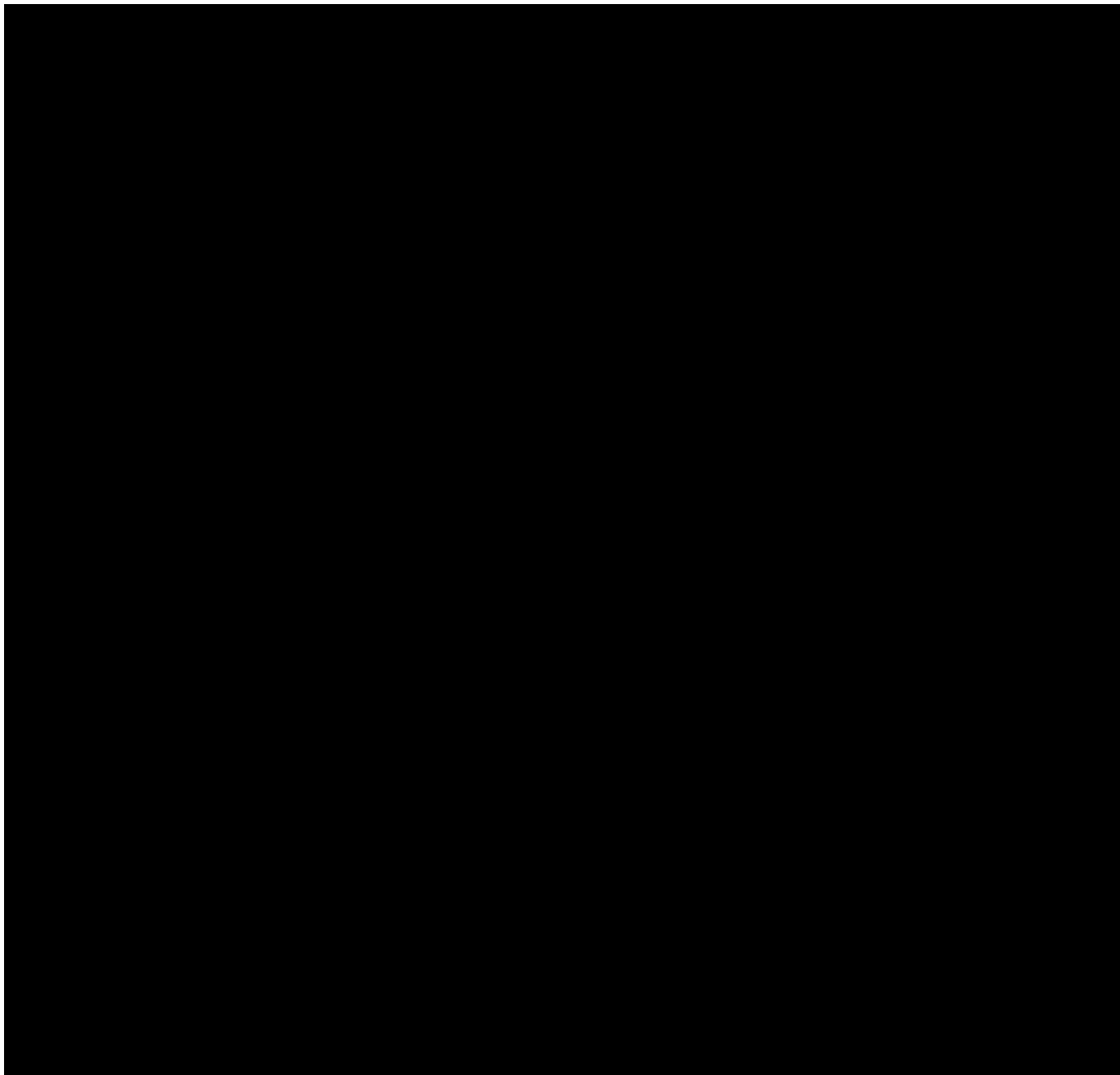


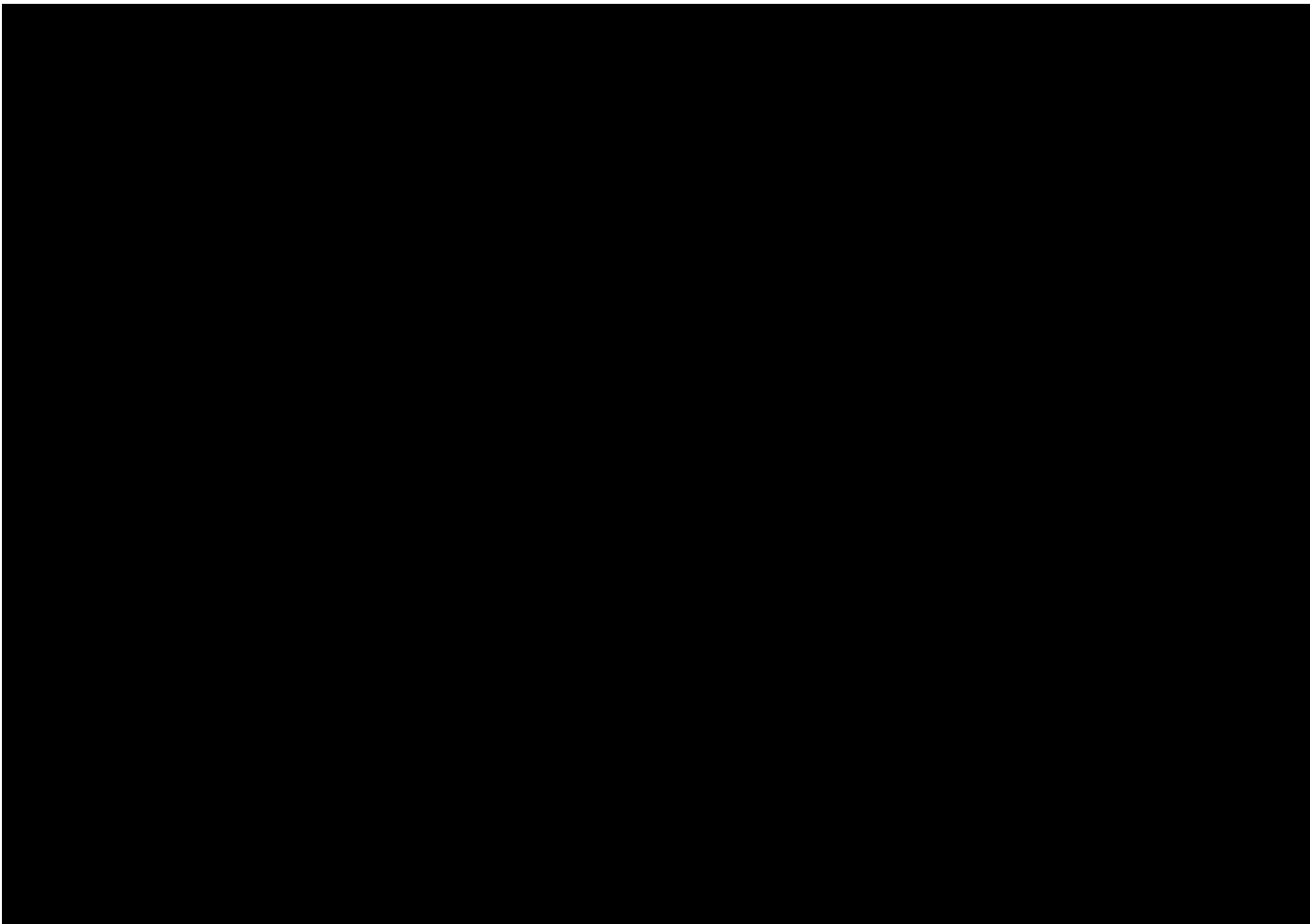


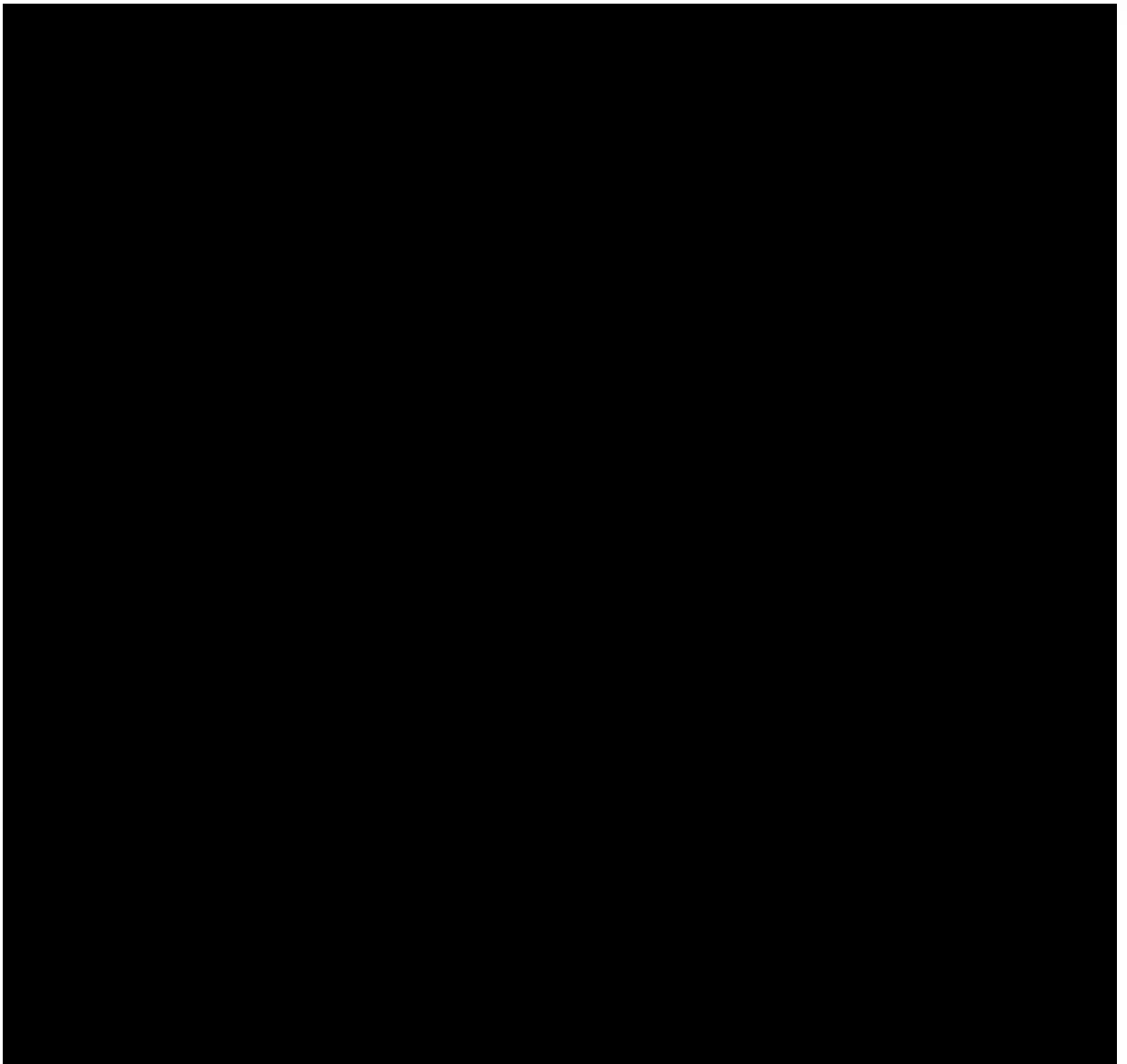


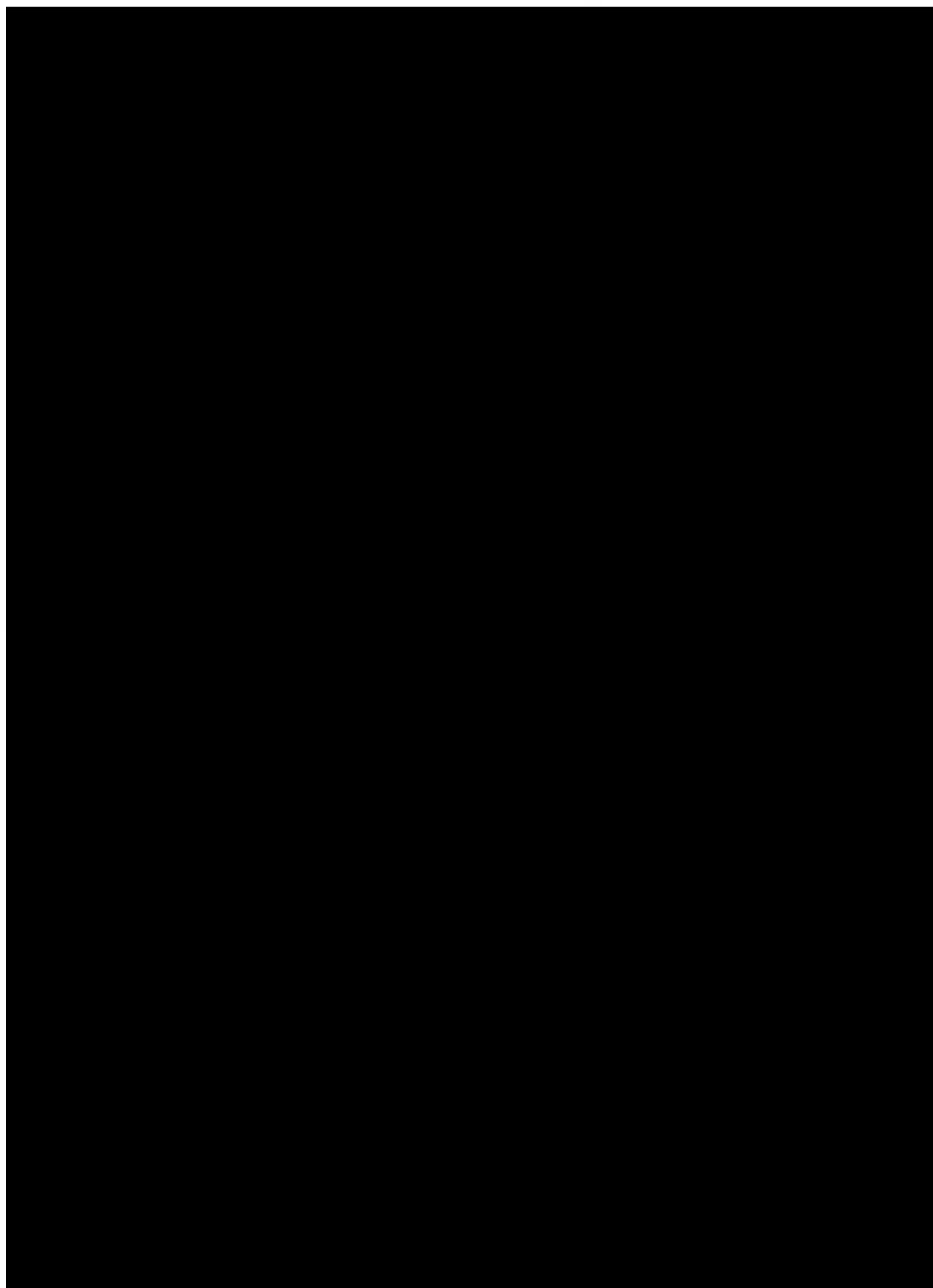




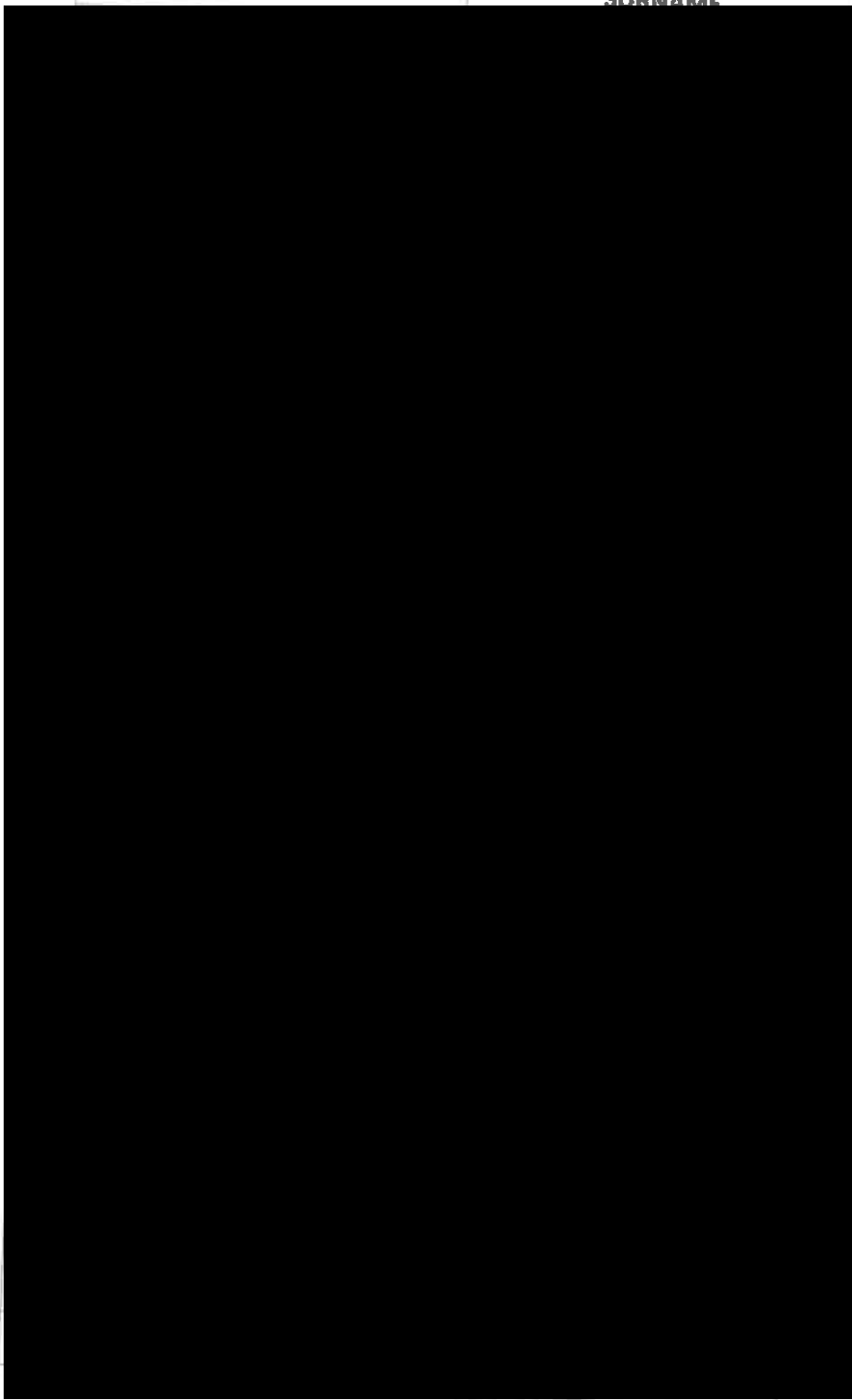






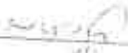













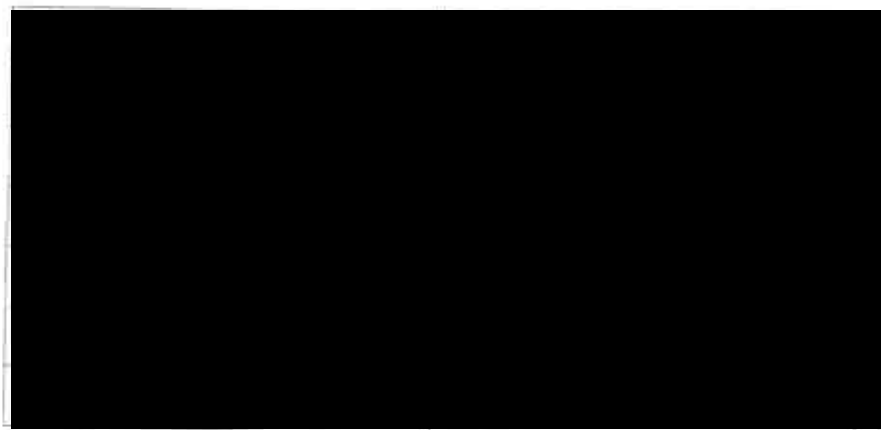






ATTEDANCE REGISTER

NAME	SURNAME	SIGNATURE
		
		
		
		
		
		
		
		
		
		
		
		
		
		
		
		
		
		



Don
[Redacted]
EAS
ATTN
NEED

Appendix

3.1

NPO Certificate



CERTIFICATE OF REGISTRATION OF NONPROFIT ORGANIZATION

In terms of the Nonprofit Organisation Act, 1997, I am satisfied that

Easthigh College of Excellence

.....
(name of the nonprofit organization)

meets the requirements for registration.

02 June 2011

The organisation's name was entered into the register on
(date)

Registration number



Director's signature

Date **02 June 2011**

Department of Social



Development

**TAX COMPLIANCE STATUS****PIN Issued****EASTHIGH COLLEGE OF EXCELLENCE****Enquiries should be addressed to SARS:****Contact Detail****Details**

Dear Taxpayer

TAX COMPLIANCE STATUS PIN ISSUED

The South African Revenue Service (SARS) has issued your tax compliance status (TCS) PIN as indicated below:

TCS Details:	
Taxpayer Name	Easthigh College Of Excellence
Trading Name	EASTHIGH COLLEGE OF EXCELLENCE
Tax Reference Number(s)	
Purpose of Request	
Request Reference Number	
PIN	
PIN Expiry Date	

You may authorise a third party to view your TCS by providing them the PIN. The PIN only allows the third party access to your TCS. All other tax information remains secure.

Your TCS displayed is based on your compliance as at the date and time the PIN is used.

You may cancel this PIN at any time before the expiry date reflected above. Once cancelled, a third party will not be able to verify your TCS.

SARS reserves the right to cancel this PIN in the event that it was fraudulently issued or obtained.

Should you have any other queries please call the SARS Contact Centre on [REDACTED] Remember to have your taxpayer reference number at hand when you call to enable us to assist you promptly [REDACTED]

Sincerely

ISSUED ON BEHALF OF THE SOUTH AFRICAN REVENUE SERVICE



Thank You!

[Redacted]

Ref

[Redacted]

Date

Time

Payment History Details

[Redacted]

Last Payment Account

Account Name	Account Number
--------------	----------------

[Redacted]	[Redacted]
------------	------------

Recipient Details

Payment Name	Account Number
--------------	----------------

[Redacted]	[Redacted]
------------	------------

Nedbank Limited 198765	Account type
Country	Current (cheque/bond) account
South Africa	

References

My Reference	Amount
Icasa	4,118.00
Their References	
Mbombela Fm	



Standard Bank

STANDARD BANK
NELSPRUIT CROSSING

2022-06-30

05-49-52

Date 30 June 2022

To Whom It May Concern

Re: Confirmation of Bank account

This letter serves to confirm that the below mentioned customer holds the below Standard Bank account.

Legal entity name EASTHIGH COLLEGE

Name of accountholder EASTHIGH COLLEGE

Registration/Identity/Passport number UNKNOWN

Account number

Account type

Branch

Branch code

Branch code (electronic payments)

SWIFT address

Date account opened

This letter or your reliance on same does not give rise to any obligations or liability on the part of the Bank and/or its officials.

We trust the above meets with your requirements.

Yours sincerely

Disclaimer
Whilst care has been taken in compiling this letter, Standard Bank makes no representations or warrant (expressed or implied) about the accuracy, or completeness of the information contained herein for any purpose.
Standard Bank, its employees or agents accept no liability to any part for any loss, damage or costs however arising, whether directly or indirectly arising from any action or decision taken as a result of any person relying on or otherwise using this document or arising from any omission from it.

**Pre-Registration requirement in terms of 4 (1) of the community
Broadcasting service Regulations, 2019**

22. Community Development and Empowerment

Easthigh College is a centre of Sporting excellence operating under St. Mark's School based in the City of Mbombela. It is responsible for the school's sport training and its outreach programs and

is currently applying with ICASA to expand its community development and empowerment by acquiring a broadcast license. The outreach program in sport has resulted in many boys being taken by teams in the Professional Soccer League (PLS). Recently Super Sport United paid it a development fee for one of its boys who signed a professional contract a year ago.

In 2020, the NPO designed a program by which it aims to unite the youth born after 1994. The program targets both black and white youth who are unemployed and are living in extreme poverty. The inclusion of the white youth is deliberate and is aimed at attracting funders across the colour line.

Should we be granted the license, our influence to the above narrative will be of national value.

23 - Regulation 4 (3) of the Community Broadcasting Services.

- (a) Curriculum Vitae of Board Members and Management are attached as Annexure 25 (A)**
- (b) Disclosure of interest of Board Members and Management are attached as Annexure 25 (B)**
- (c) Tax Clearance attached as Annexure 25(C)**
- (d) Demand, Need And Support**

The registrant collected signatures from the community members it will serve upon being granted the license. We got a positive node from each person who signed in supporting a TALK RADIO initiative. The City of Mbombela is growing and does not have a radio station that will attend to matters at length with follow-up necessities. The demand and the need for a TALK radio goes without saying as the City of Mbombela or the Province itself does not have any at the moment.

Community Broadcasters In Mbombela FM covering area

We have however, in the City of Mbombela the following community broadcaster;

1. Barberton Community Radio (BCR FM)
2. Laeveld Radio
3. KaNyamazane Community Radio (KCR FM)
4. Voice of Hope
5. Matsulu FM (Kasi FM)

The above radio stations are Geographically founded other than Laeveld Radio and Voice of Hope that are community of interest founded. The stations offer one and same services to the same community.

Program Format for Mbombela FM

Mbombela FM will offer different services as compared to the community broadcasters. Its program format will be 70% TALK and 30% MUSIC 08:00 am to 22:00 pm on Week days and 50/50 on Weeke-ends and public holidays.

- (e) The success of the organization is dependent mainly on the Station Manager, his assistance and senior presenters of the station. In terms of dealing with external, agencies, advertisers, including government, other organizations, funders, donors, the Public Relations Officer who will be primarily responsible for establishing contacts and ensuring successful working relationships.
- (f) **Management:** The Board will precisely look into **Governance and Operational** policies so that the management may not do anything outside the regulations the station should abide with as contained in the constitution. There will be unfortunately no political branding whatsoever. The station's constitution will always be the guide.

The Station Manager

The Station Manager is [REDACTED] born and raised in Barberton, who has exceptional leadership skills and vast experience that he gained through running and a managing radio station called Barberton Community Radio and also elected as a chairperson for NCRF in Mpumalanga that has over 17 radio stations affiliated with it. He obtained his Matric Certificate in his township and the holds a Masters in Theology, Diploma in Public Management NQF 5, Certificate in local economic development NQF 4 and certificate in supply chain and logistics. Working in Barberton community radio and Local municipality in administrative post has given him more skill to embrace the managerial post in our organization. Looking at his curriculum vitae, the Mbombela FM had to get hold for him as the station manager who is to report to the Board of the Directors. He is above 35 years of age and well educated qualify for supervisory post in Mbombela FM.

- (i) **Technical operations** are being taken care of by SENTECH that will install a .500W FM transmitter at the Mbombela FM radio studio premises transmitting a stereo FM signal at 107.3 MHz.
- (ii) Our upcoming Chief Technical officer [REDACTED] has vast experience working on radio doing technical production and also content production. He has worked on both community and commercial radio stations on the IT department. In 2014 to 2019 he worked at BCR FM which is a community radio as an IT Technician then later he added technical production and content production to the list of duties. In 2019 to 2021 he was interning at RISE FM. With the vast skills and knowledge, he has acquired working for 2 spheres of radio in the same department, he is be best fitting for the job at hand.

██████████ who is currently not attached to any radio station eagerly waiting upon the success of this application to continue his career and serving his community.

(III) Human Resource Capacity

Job Title	Employees
Station Manager	(1) male
Assistant Manager	(1) female
Program Manager	(1) male
Sales Manager	(1) male
Chief Engineer	(1) male
Marketing Manager	(2) 1 male, 1 female
News Readers	(2) 1 male, 1 female
Presenters	(8) 5 females 3 males
Music Compiler	(1) male
TOTAL NUMBER	16

Management and Human Resource

Mbombela FM offers the advantage of being manned by skilled and experienced personnel who understands community-based initiatives. The general and assistant managers, on top of their duties, they will be expected to double up as presenters, more especially when there is one of the presenters who got sick or have family commitments. Mbombela FM will have the culture of continuous improvement on everything that will be done.

(IV) Financial Accountability

██████████ is Mbombela FM financial officer and is responsible for the organization's accounting and finance department. Accounts are carefully monitored and audited by Mbombela FM's external auditors. The managing entity of the station was established in 2011 and ever since its inception relied on donations, school fees and government grants. As a result of this, the management team is adept at handling funds, adhering to budget allocations and being accountable to donors.

(v) Programing & Editorial Policy

Mbombela FM will be accountable to the community it is broadcasting to by proving programs that serves its interest. It is therefore important that the station formulate program policies that will not in contrast with the code of

standard for broadcasters administered by the BCCSA

Mbombela FM programming policy guides all members of the station broadcast programs that are;

- None discriminative
- None Sexist
- Promote privacy and dignity
- Inclusivity
- Audience orientated
- Promotes freedom of expression

Mbombela FM news reporting and gathering will be independent and in accordance with editorial code that underpins all the programming. It will always be a duty of the editorial team to scrutinize the authenticity of articles brought by community members taking them on air. In as much we should serving the public's right to know, the station is fully aware of its responsibility to report news without fear or favor.

(vi) Social Media Policy – Mbombela FM

This policy covers activity on Mbombela FM and/ Its Staff on social media sites from Facebook, Twitter, Instagram or any other social media platform. The policy exists to ensure that our social media output is as good as it can be, and doesn't do anyone any harm.

Post to social media

Our social media sites of the station is monitored and managed regularly by the assistant Station Manager. The appointed Social Media personnel will be legible to make post on behalf of Mbombela FM while working hand in hand with the social media team.

Responsibilities Post Masters In social media tools

Any personnel given access to posting to the station's social media feeds, is representing the station – just as you are doing if you are on air.

Appropriate or inappropriate content to share

It is inappropriate to bring the station into disrepute, or to damage another person's reputation. Similar principles apply to social media as do on air – so we will follow BCCSA broadcasting code guidelines with respect to defamation.

Don't post messages, images etc. which could potentially be perceived as bullying, defamatory, or offensive.

Use common sense: if you wouldn't be happy to say this to a crowded room of people, don't say it! (Or, even if you might say it in such circumstances, think about how what you're saying would be received.)

Posts, comments, etc. on social media sites are public, and not always appropriate for private conversations or sharing personal details with your friends

If you are criticized online, try to respond with respect for the other person and understanding of their perspective. If you are unclear on what action to take, contact a nominated station representative.

Breaching of this policy

If a volunteer or member of staff is found to have breached this policy, s/he will be given a verbal warning. If a person is found to have breached the policy a second time, s/he will cease to have access to social media tools. If a breach of this policy is deemed sufficiently serious, the station manager can decide to take more drastic action – e.g. asking the person to leave the station.

- (vii) Political branding at the station and affiliation Policy.
N/A

Appendix

4.2

Beneficiaries Demographics

Appendix 4.2

4.2 Beneficiaries

The non-profit organisation will target its services towards churches, sports federations, clubs, community organisations and individuals.

The organisation's main focus is on underprivileged areas of Mbombela as they have been identified as areas that are in desperate need of access to information on general public, community and educational issues.

Beneficiaries Demographics

The total population of Mbombela is 588 794, according to the 2011 Mbombela census. The racial demographic makeup, according to the 2011 census is as follows:

- **Black African – 89.4%**
- **Coloured – 0.9%**
- **Indian/Asian – 1%**
- **White – 8.7%**

The organisation's main focus will be on providing various predominantly poor communities in Mbombela that have a lack of access to information regarding educational and general public issues.

Demographics is the practice of identifying groups of people in a population by their characteristics.

The non-profit organisation has identified the following factors of their beneficiaries:

- **Age: All ages, but particularly adults and parents. Since there will be a focus on education, parents who have children in schools or universities will be targeted. The age of parents range from 30 to 55 years of age.**
- **Location: Mbombela. The frequency the organisation is applying for may overlap the borders of Mbombela Municipality.**
- **Gender: Male - 48.5% and female - 51.5%.**
- **Income level: Low to lower-middle income levels.**
- **Education level: The broadcasting segments will target all individuals and community groups that have varied educational levels. However, the organisation will target predominantly individuals that only have basic primary and grade 9 level education, as the segments and talk shows will be discussed at levels that can be understood by those with low education levels.**

- **Ethnic background:** All races will be targeted. However, those with a lack to access of critical public and educational information are mostly black African residents, which comprises 89% of the population of Mbombela.
- **Lifestyle:** Urban dwellers in Mbombela.

LSM

The South African Research Foundation (SAARF) LSM (Living Standards Measure) has become the most widely used marketing research tool in Southern Africa. It divides the population into 10 LSM groups, 10 (highest) to 1 (lowest). Previously, eight groups were used but this changed in 2001 when the new SAARF Universal LSM consisting of 10 groups was introduced.

The LSM is a unique means of segmenting the South African market. It cuts across race and other outmoded techniques of categorising people, and instead groups people according to their living standards using criteria such as degree of urbanisation and ownership of cars and major appliances.

LSM descriptions in South Africa

LSM 1-3: these are low LSM consumer groups that generally have lower per capita incomes, less household possessions, and have very little disposable income. These groups are often categorised as living below or just on the poverty line and usually use public transportation systems.

LSM 4-6: this is an intermediate LSM group that is within the lower income brackets, but still has little disposable income after living expenses. These groups have basic household appliances and live on or just above the poverty line.

LSM 7-10: this high LSM group lives comfortable above the poverty line. Marketers often break this LSM group into their own high and low groups in order to better differentiate between their circumstances. Collectively, these consumers have the most household possessions (usually high-end appliances, such as dishwashers, washing and dryer machines, televisions and sound systems, etc.) and are able to satisfy their needs and wants.

Urban areas in South Africa are generally home to consumers occupying the intermediate and high LSM groups (LSM 4-10). In contrast, rural and semi-rural areas home groups of the lower LSM groups (LSM 1-4).

In 2016, the consensus of South Africa's urban populations showed the following measurements of LSM groups:

- **LSM 1:** 0%
- **LSM 2:** 2%

- LSM 3: 4%
- LSM 4: 14%
- LSM 5: 22%
- LSM 6: 34%
- LSM 7: 11%
- LSM 8: 5%
- LSM 9: 6%
- LSM 10: 3%

According to this data, 80-81% of South Africa's urban populations fall within the LSM 4-7 groups (the high low-LSM groups and intermediate LSM groups).

While this market segmentation of South Africa's population shows that most South African citizens sit within the intermediate LSM group, the higher LSM group is growing in the urban areas of South Africa's provinces, most noticeable in Johannesburg (Gauteng), Durban (KwaZulu-Natal) and in the main urban areas and cities of the Western Cape. The higher LSM groups within these three provinces typically earn a household income of over R20 000 per month. Furthermore, those high LSM groups have the highest percentage of tertiary educated citizens. These groups also follow media trends more progressively, especially lifestyle and health trends as they have more means to do so, in contrast to groups of lower and low-intermediate LSM groups.

The non-profit organisation has carefully investigated their beneficiaries and found that they are in the 5 -7 LSM region.

Economic and Demographic Statistics - Sparkmedia Analysis (2019):

Appendix

5.1

Description of service

Appendix 5.1

Services Offered

5.1 Description

The organization is community focused and plans to operate a community radio station that focuses on community matters in education and public information to the community of Mbombela in Mpumalanga. Mbombela is a Capital city of Mpumalanga and does not have its own radio station that addresses public and community issues. There are township stations and state-owned television stations (SABC), but not a radio station for the city itself. The station will host a variety of talk and community information shows therefore, the radio station will be more 'talk' orientated and less music.

The segments and talk shows will include community, group and organization leaders in Mbombela. The radio station is thus a tool of facilitation in generating community involvement and development in the space of education and community issues. The radio station will provide a platform for ordinary members of the Mbombela public to raise concerns and provide solutions to the discussed issues.

The radio station will host one to three hours talk shows, with hourly news reports. Adverts will be broadcasted in between segments. There will be 10 to 30 minutes hard or soft talk/discussion time. The program will run 24 hours a day. Presenters will be people from different backgrounds, offering different angles on topics being discussed.

The company will have revenue streams that will be used to fund the organization's running costs and keep the NPO sustainable. The revenue streams consist of the following:



Appendix

5.4

of

FORM B

Proposed programing schedule

Mbombela FM -107.3 Program Schedule

With 5min Hourly News Bulletin

Hours	Time	MON	TUE	WED	THU R	FRI	Program Format
2 Hour	05:00-07:00	Morning Edition					70% Talk/40 %Music
1 Hours	07:00-08:00	Current Affairs					
3 Hours	08:00-11:00	The Born Free Reconciliation					
3 Hours	11:00-14:00	People's Magazine					
3 Hours	14:00-17:00	Education Affairs					
3 Hours	17:00-20:00	Sports and Health Innovation					
3 Hours	20:00-23:00	Business Talk Mix					
3 Hours	23:00-02:00	Adults Shows and Music					
3 Hours	02:00-05:00	African Music and world Yesterday					

7 am Peak Hour

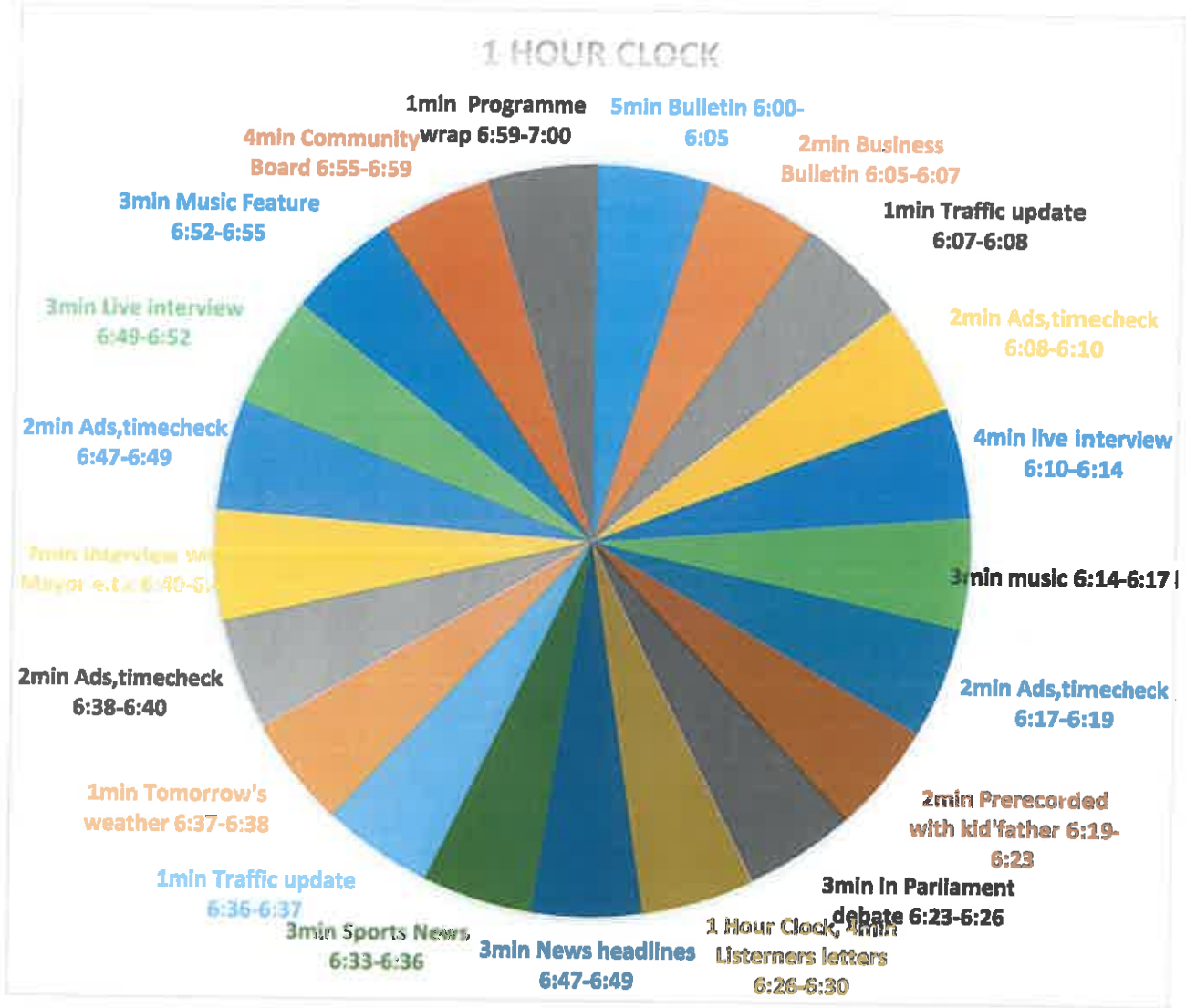
12 am Peak Hour

7 pm peak Hour

Hours	Time	Saturday	Program Format
3 Hours	05:00-08:00	Weekend Vibes	50% Talk/50% Music
3 Hours	08:00-11:00	Children Talk	
3 Hours	11:00-14:00	Sport affairs	
3 Hours	14:00-1700	Discovering music	
3 Hours	17:00-20:00	SA Top 40	
3 Hours	20:00-23:00	The Born Free Reconciliation	
3 Hours	23:00-02:00	Let's Talk Politics	
3 Hours	02:00-05:00	Mix Music	

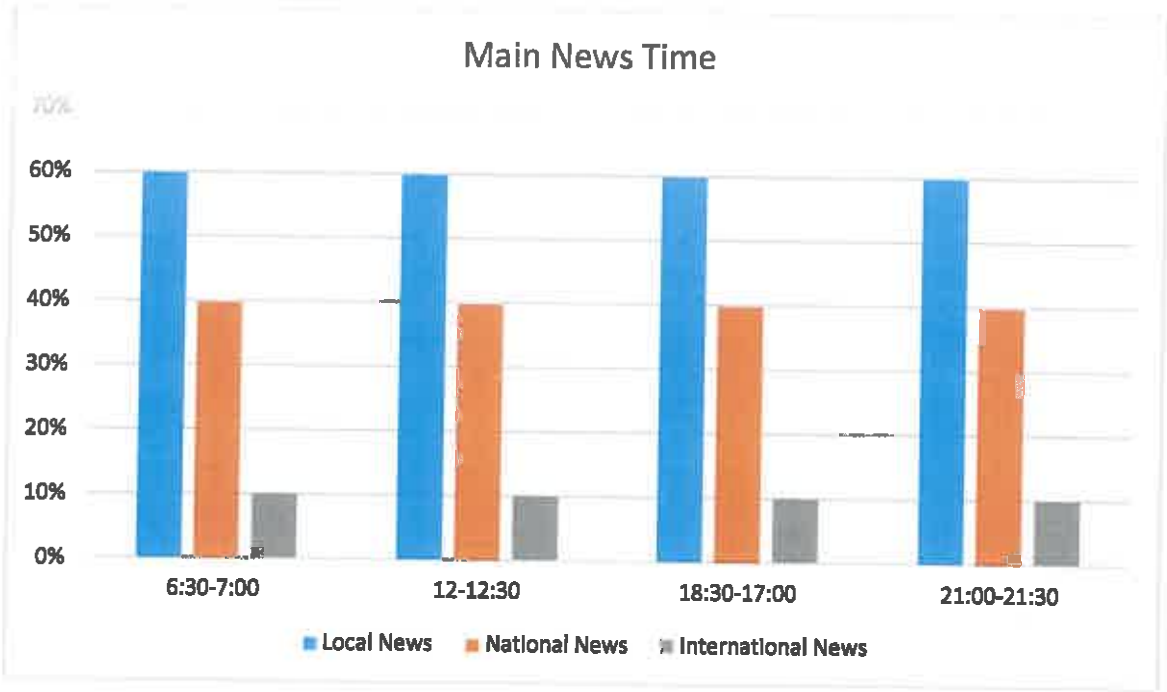
Hour	Time	Sunday	Program Format
2 Hours	05:00-07:00	Gospel Vibes	50% Talk/50% Music
2 Hours	07:00-09:00	Gospel Music	
2 Hours	09:00-11:00	The Born Free Reconciliation	
1 Hour	11:00-12:00	Church Hours	
5 Hours	12:00-17:00	Let's Talk Politics	
3 Hours	17:00-20:00	Religious show	
3 Hours	20:00-23:00	The Sermons	
3 Hours	23:00-02:00	Reggae Music	
3 Hours	02:00-05:00	Fasting	

News Day Running Order Chart



In conclusion program schedule in all above chart which indicate programs format, content, time and English 50%, Siswati 45% and African 5% are broadcasting language. Local reports from targeted areas will source information local while national information will be sourced form SABC TV station and international from BBC TV station. Music playing order,70% local music and 30% international music.

New Chart



Appendix

7

Support from NGO, Business etc. and Signatures



ST. MARK'S SCHOOL

15 June 2022

To whom it may concern

This is to confirm our support for the Mbombela FM submission to ICASA for the operating license application of Mbombela FM. The issuing of the license will give the community of Mpumalanga access to diverse cultural teachings/ activities of South African and the rest of the continent, furthermore, the community is also bound to benefit from the unique educational programmes to be aired by the Mbombela FM.

Furthermore, our school is one of the few schools that offer music, drama and speech as examinable subjects. As an institute of that nature our learners will get experience in drama series of the station

Lastly, we support this application because it will offer an alternative voice and keep the community informed about the current affairs.

Yours In Education

ST MARK'S SCHOOL

GRASKOP GORGE LIFT CO (PTY) LTD



[REDACTED]

To: The Station Manager
MBOMBELA FM

Dear Sir,

SUPPORTIVE LETTER FOR A COMMUNITY TALK RADIO

Our organization is in full support of a TALK RADIO broadcasting format in the City of Mbombela.

This will enable our businesses to get more time on air to disseminate information adequately to our client and potential ones. We, therefore, are looking forward to the establishment of MBOMBELA FM in our City.

The current radio stations in our area are all doing the same broadcasting format and we therefore in need of new approaches in the broadcasting space and MBOMBELA FM is the one.

Thanking you for this noble idea.

Kind Regards,

[REDACTED]

Director



10 June 2022

TO : THE STATION MANAGER
FROM : ALBA PROMOTION
SUBJECT : FINANCIAL SUPPORT
DATE : 26 JUNE 2022

The above subject matter refers;

Alba promotion is in the business of promoting services, brands, events and new products in the market produced by industries. In response to your letter dated the 8th of June 2020, we are please to indicate that our company is committing itself to buy broadcasting equipment for your studio.

Further details to the above will be discussed upon you acquiring your broadcasting license. We would also like congratulate you on such a brilliant idea of bring first community talk radio in the city of Mbombela.

Wishing you the best of luck in your application

Kind regards,



To whom it may concern

Sir/Madam

Letter of support

The leadership of the above mentioned church is fully behind the opening of the Mbombela FM Community Radio Station Channel 107.3.

The purpose for this radio station will be to help, inform and educated the surrounding community members, especially the young people. As well as to teach about the unity in diversity amongst different people and cultures.

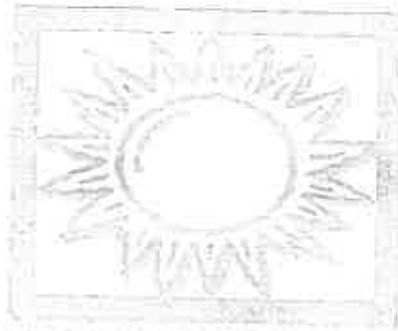
Hope you find this in order.

Yours in the Lord

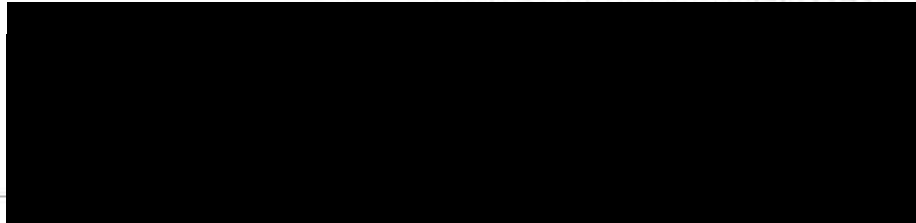


CHRIST AMBASSADORS BIBLE
CHURCH





AKHONA PHAMADI COMMUNITY ORGANISATION



To whom it may concern:

This letter serves as a vote of confidence and support to the Easthigh College of Excellence submission to ICASA for the licence application of Mbombela FM. AKCO hereby support the application for the issue of the licence to give the community of Mpumalanga an alternative voice and to empower the community.

Your favourable consideration of the request will be most highly appreciated,

Your Sincerely,





WE REQUEST YOUR SUPPORT

SIGN BELOW TO SUPPORT FOR THE NEW COMMUNITY RADIO (MBOMBELA FM)

Broadcasting languages: **English**, **SiSwati** & Afrikaans

NAME & SURNAME	CELL NUMBER	EMAIL ADDRESS	SIGNATURE

--	--



THE VOICE OF THE
CITY



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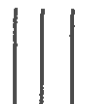
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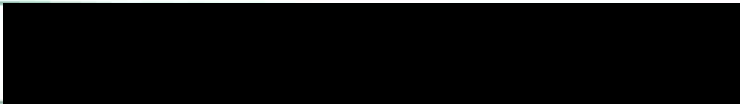


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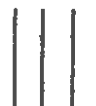
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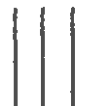


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[illegible]



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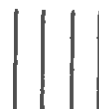


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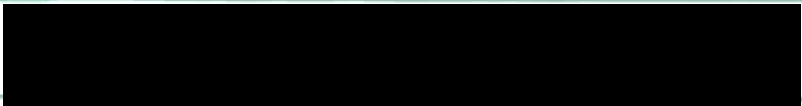


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Appendix

8.1

Finances

Submit commitment of funding from financial institution

Sponsorship, donations etc



10 June 2022

TO : THE STATION MANAGER
FROM : ALBA PROMOTION
SUBJECT : FINANCIAL SUPPORT
DATE : 26 JUNE 2022

The above subject matter refers;

Alba promotion is in the business of promoting services, brands, events and new products in the market produced by industries. In response to your letter dated the 8th of June 2020, we are please to indicate that our company is committing itself to buy broadcasting equipment for your studio.

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Wishing you the best of luck in your application

Kind regards,

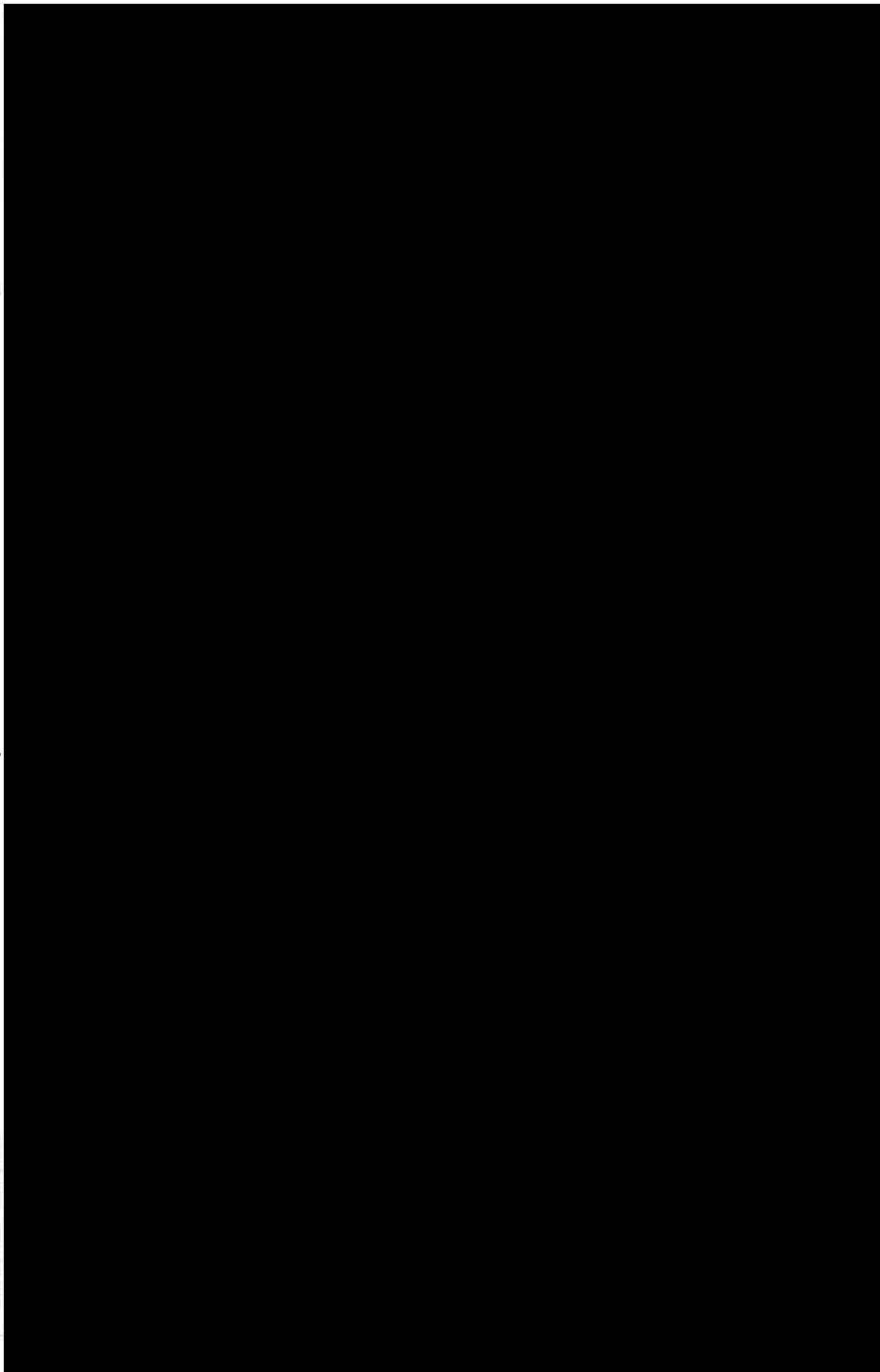
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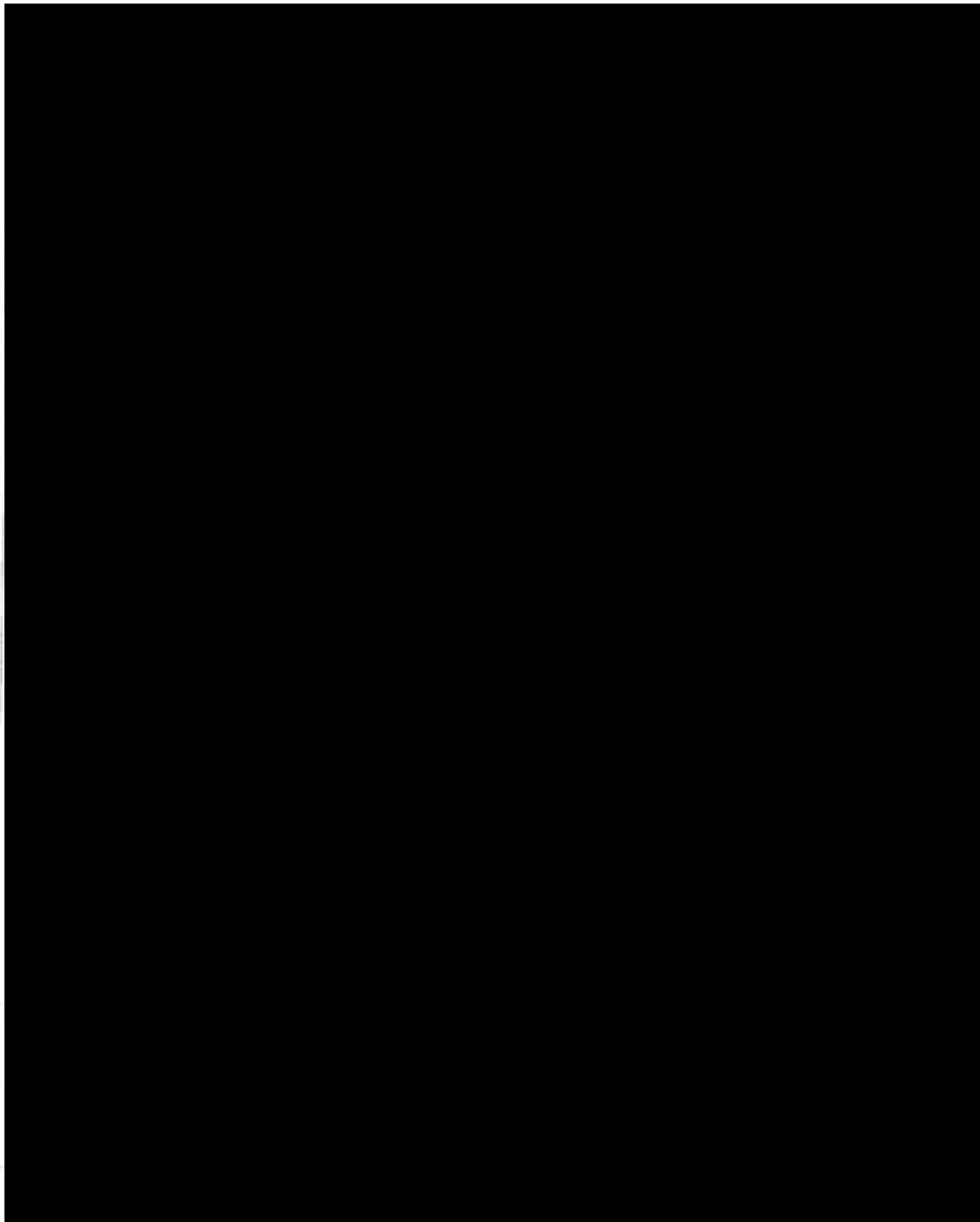
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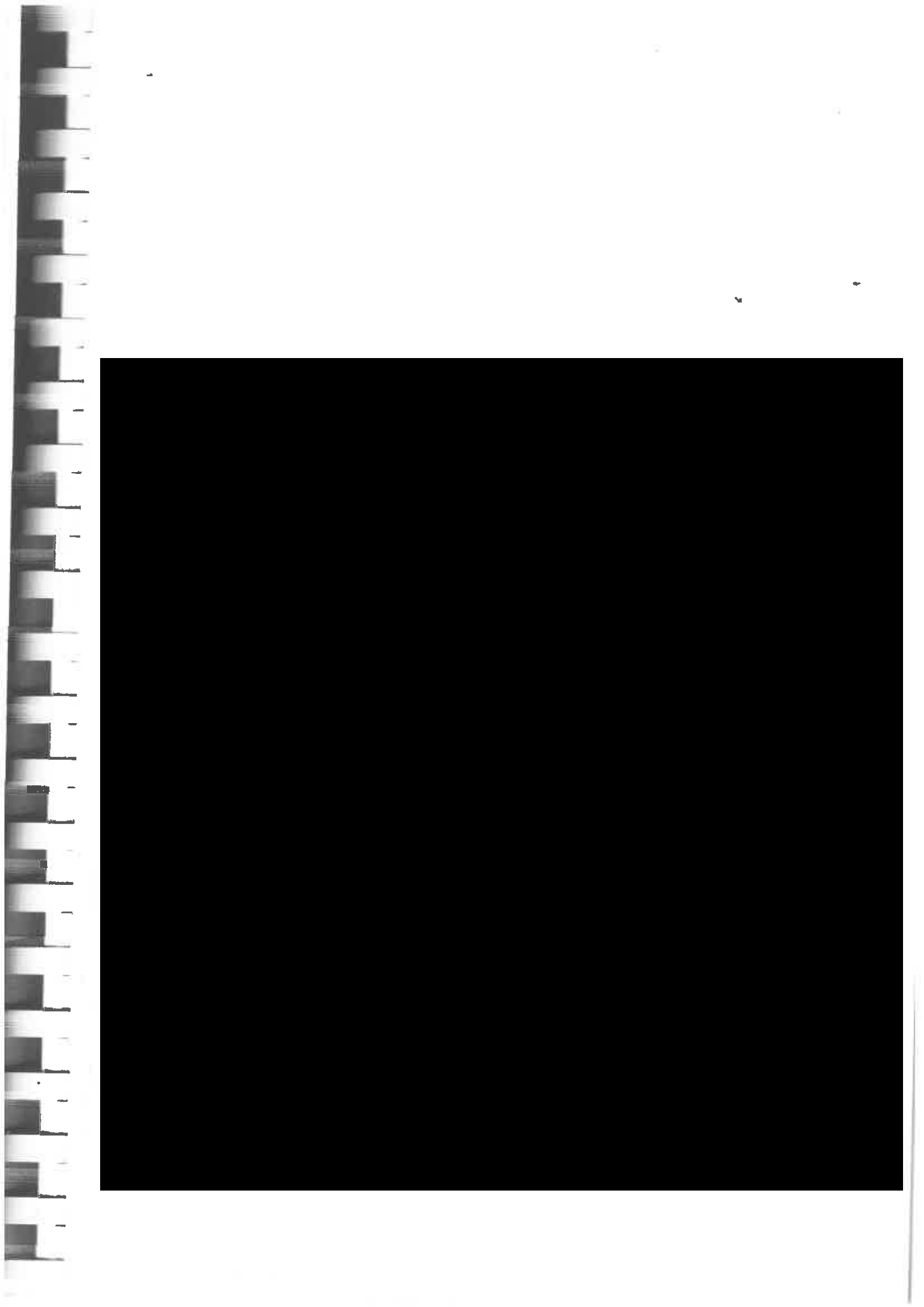
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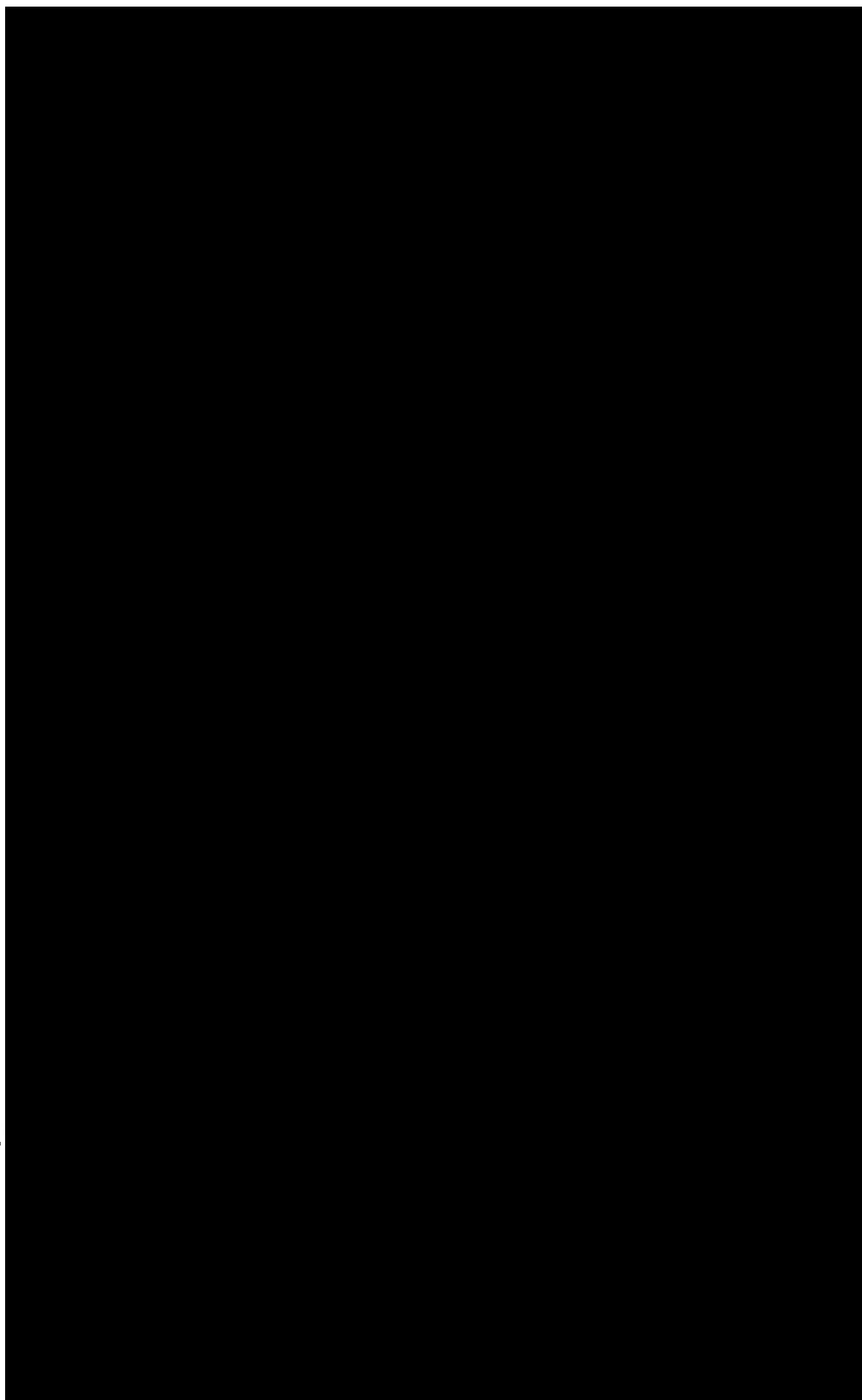
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Capital Expenditure
Operating Expenditure









Appendix

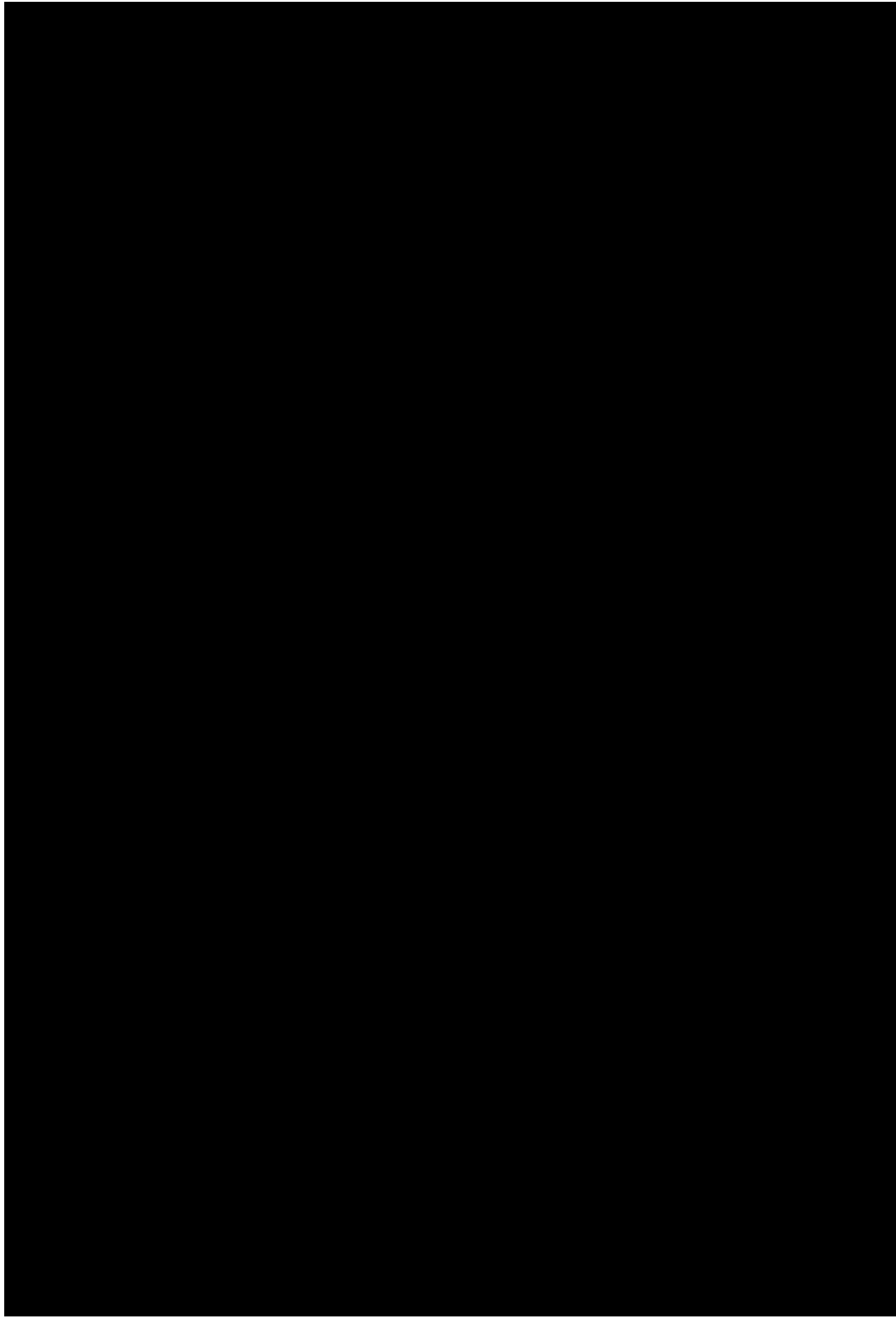
8.3

Business Plan

The first part of the paper discusses the importance of understanding the cultural context of the research. It highlights the need for researchers to be sensitive to the values and beliefs of the communities they are studying. This is particularly important in the field of education, where cultural differences can significantly impact learning outcomes. The author argues that a one-size-fits-all approach to education is not only ineffective but also disrespectful to the diverse cultures of our world.

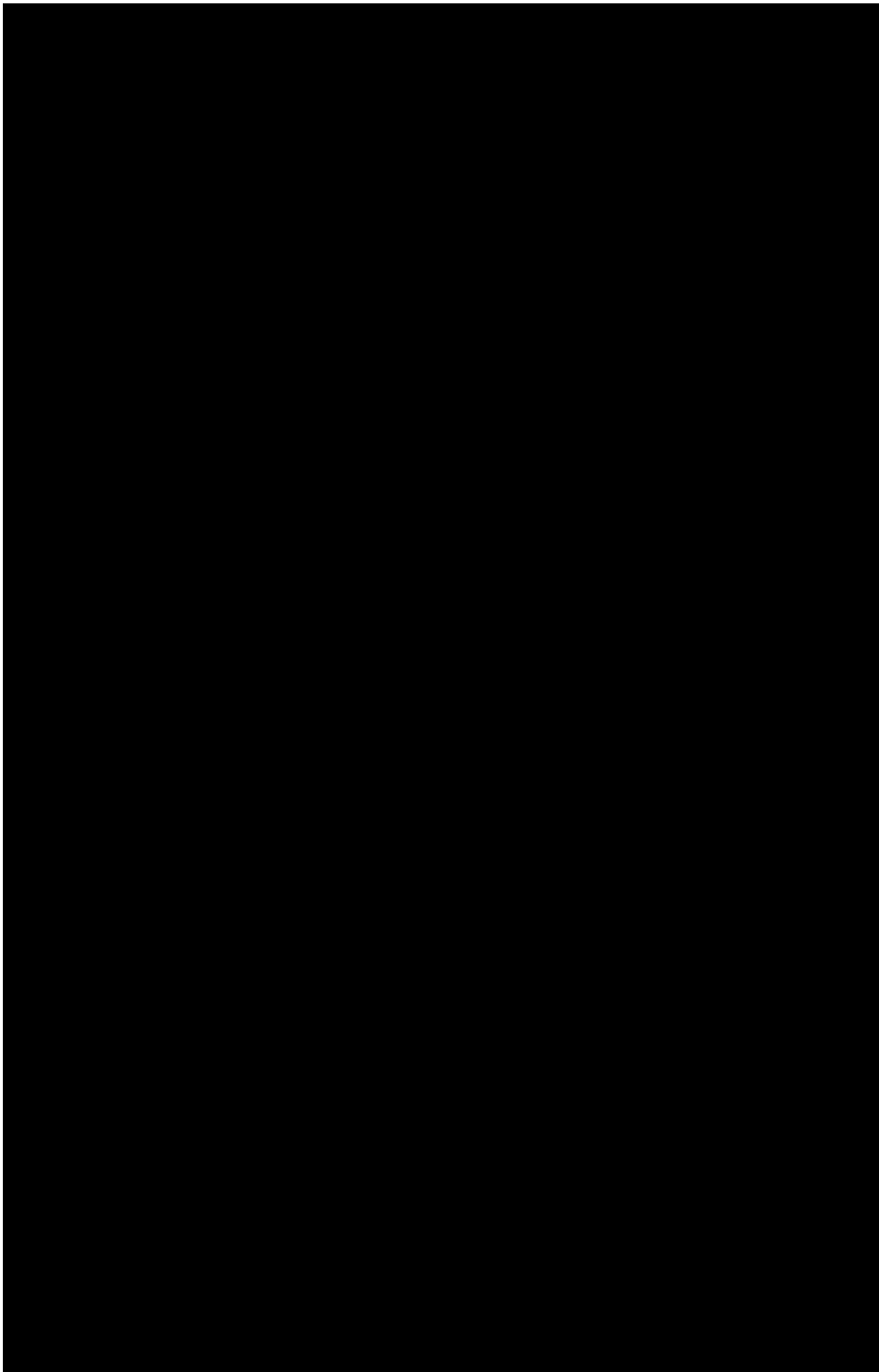
In the second part, the author explores the challenges of conducting research in culturally diverse settings. One major challenge is the language barrier, which can hinder communication between researchers and participants. Another challenge is the lack of standardized research methods that are applicable across different cultures. The author suggests that researchers should adopt a more flexible and adaptive approach to research, one that takes into account the unique characteristics of each cultural context.

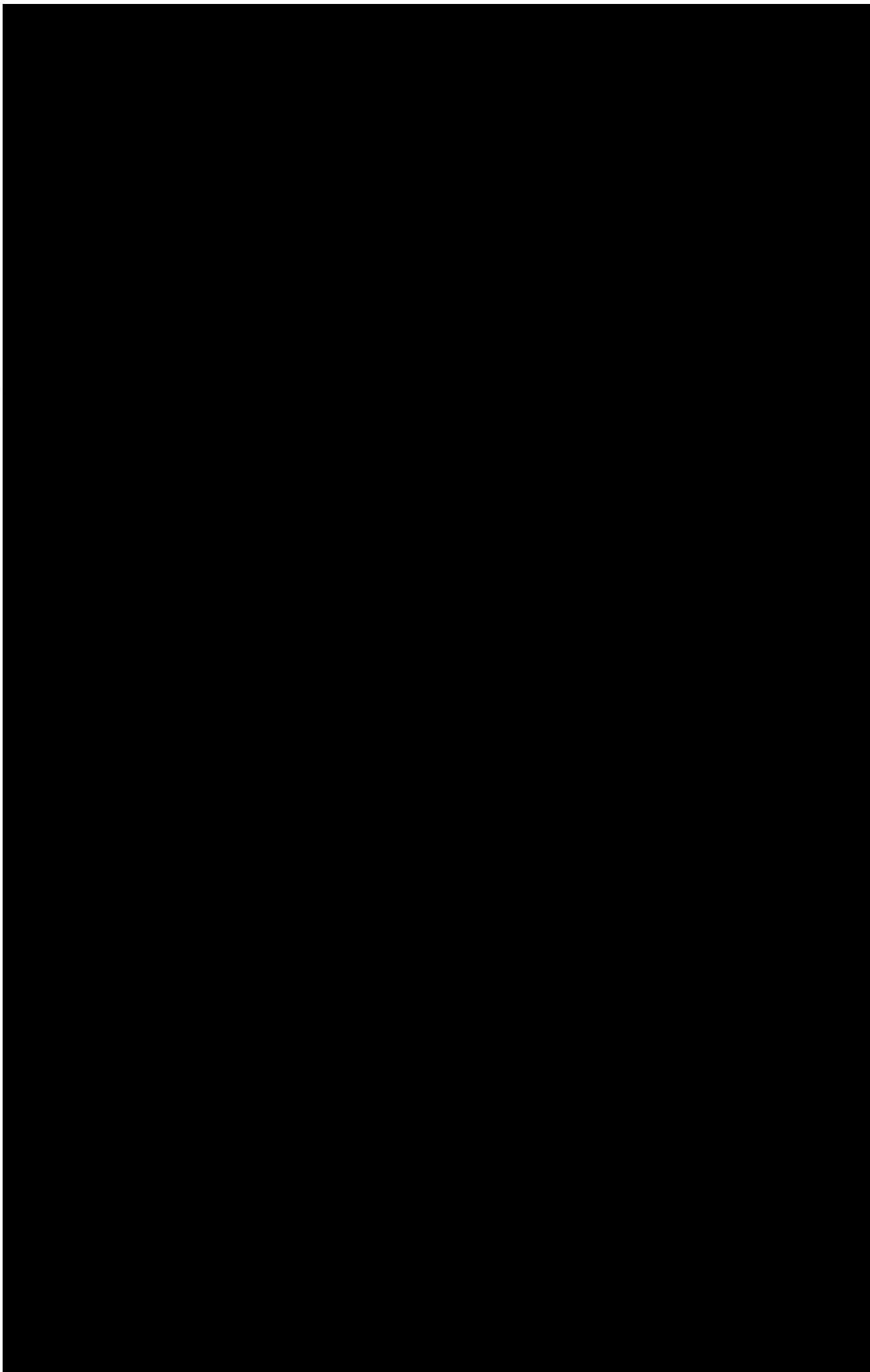
The third part of the paper focuses on the role of the researcher in promoting cultural understanding and respect. The author argues that researchers have a responsibility to not only study culture but also to actively engage with and learn from the communities they are studying. This involves building trust and rapport with participants, as well as being open to new perspectives and ways of thinking. The author concludes by emphasizing the importance of collaboration and partnership in research, as this is the best way to ensure that the research is both culturally sensitive and scientifically rigorous.

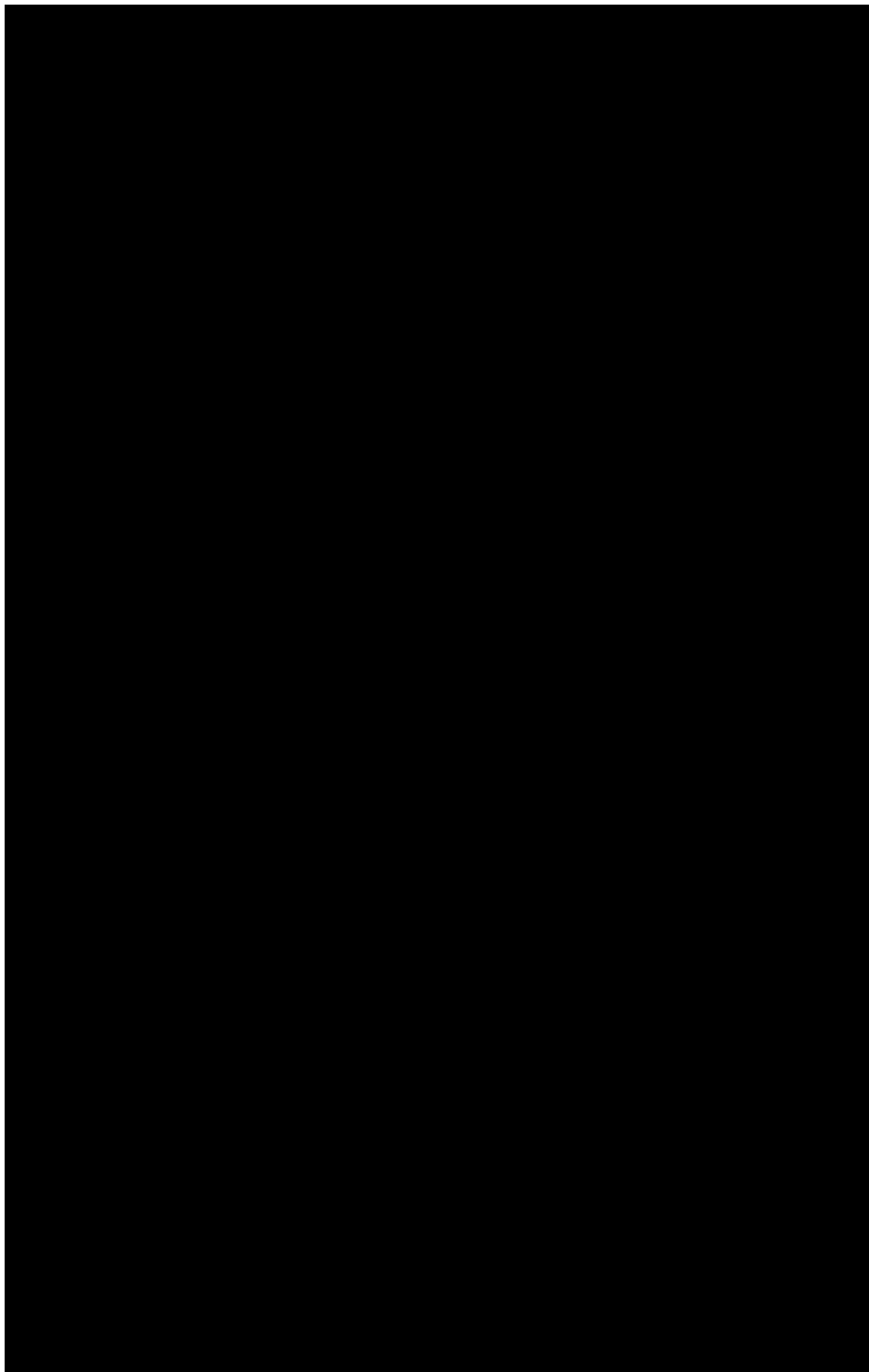


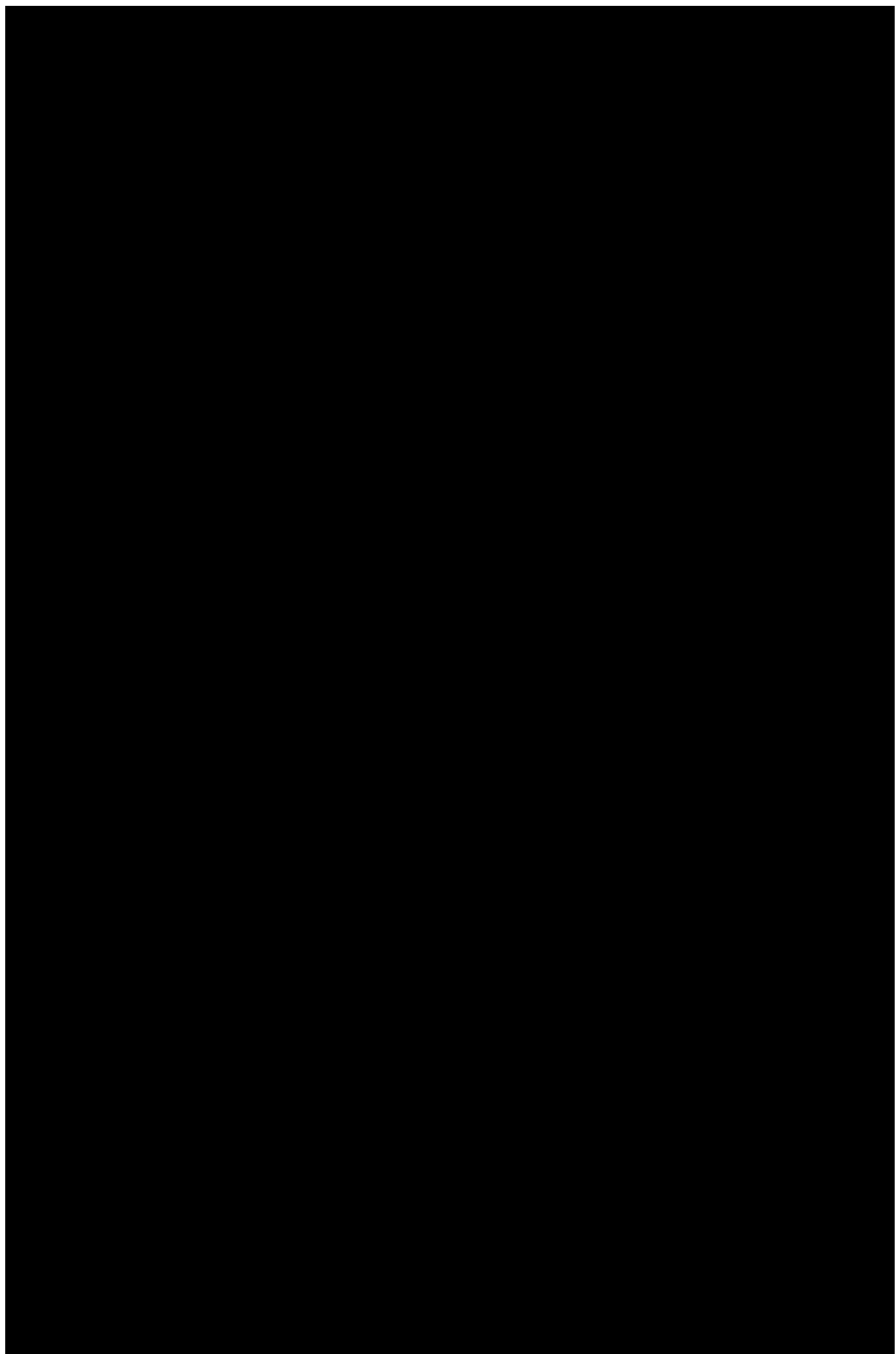




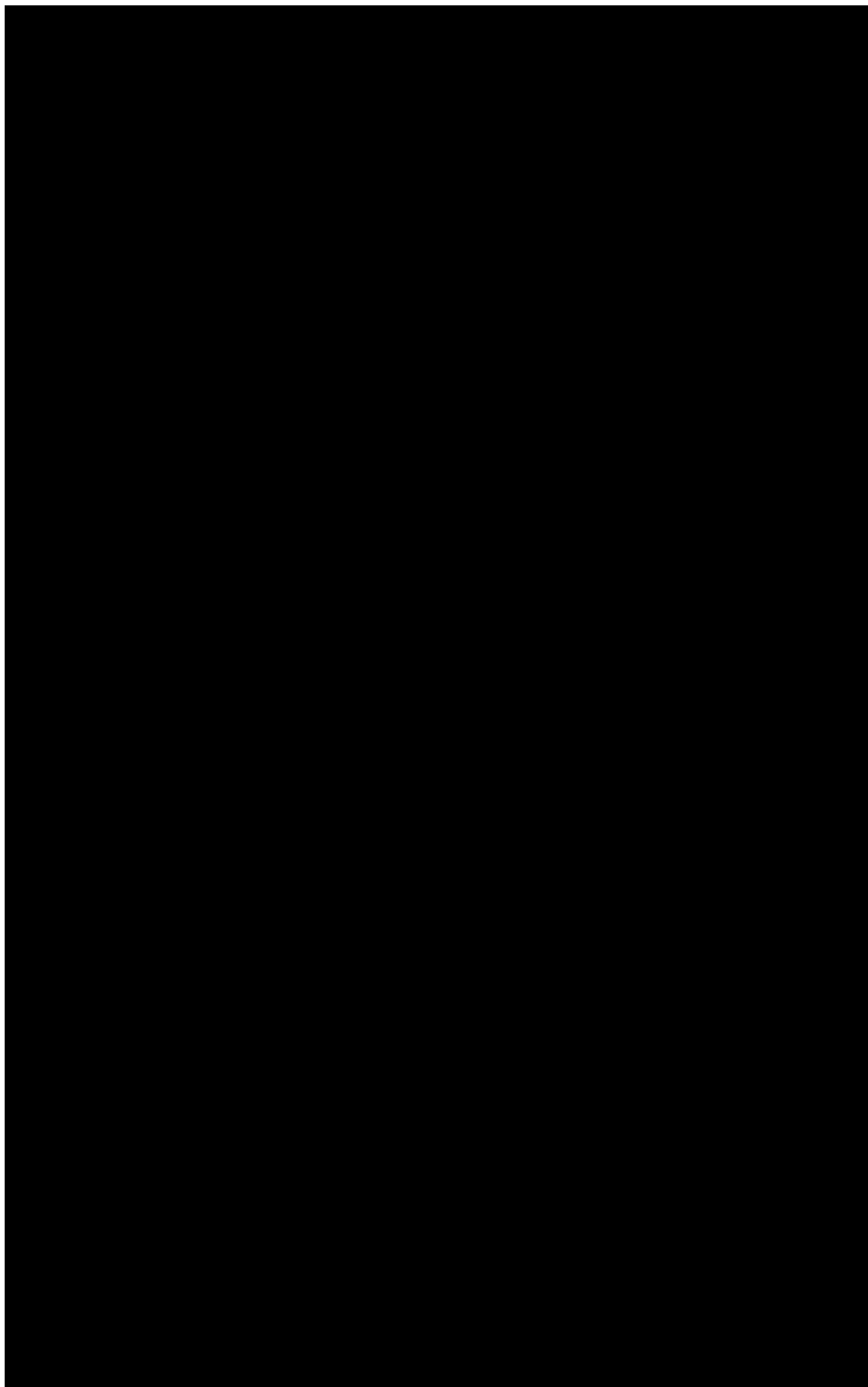


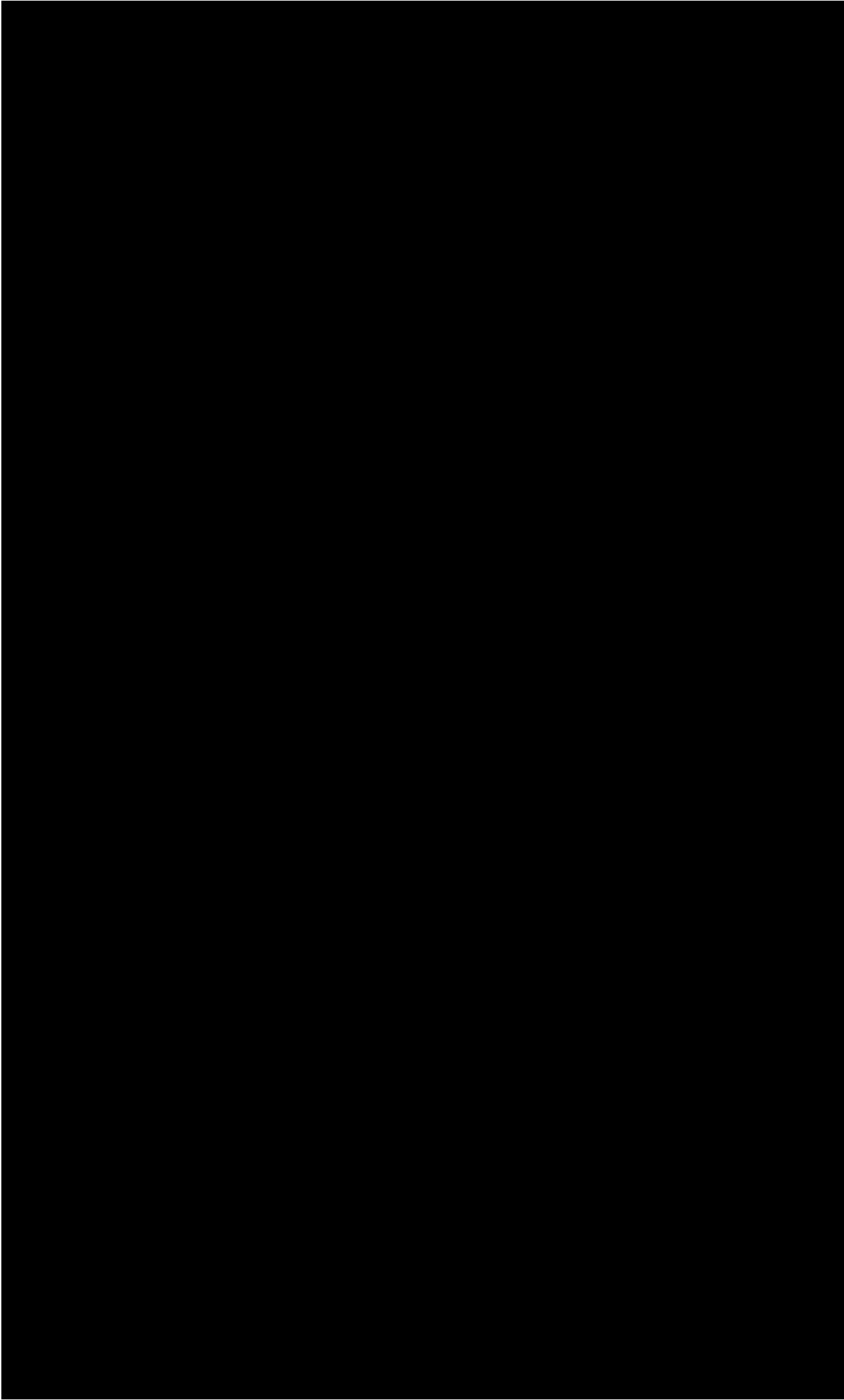


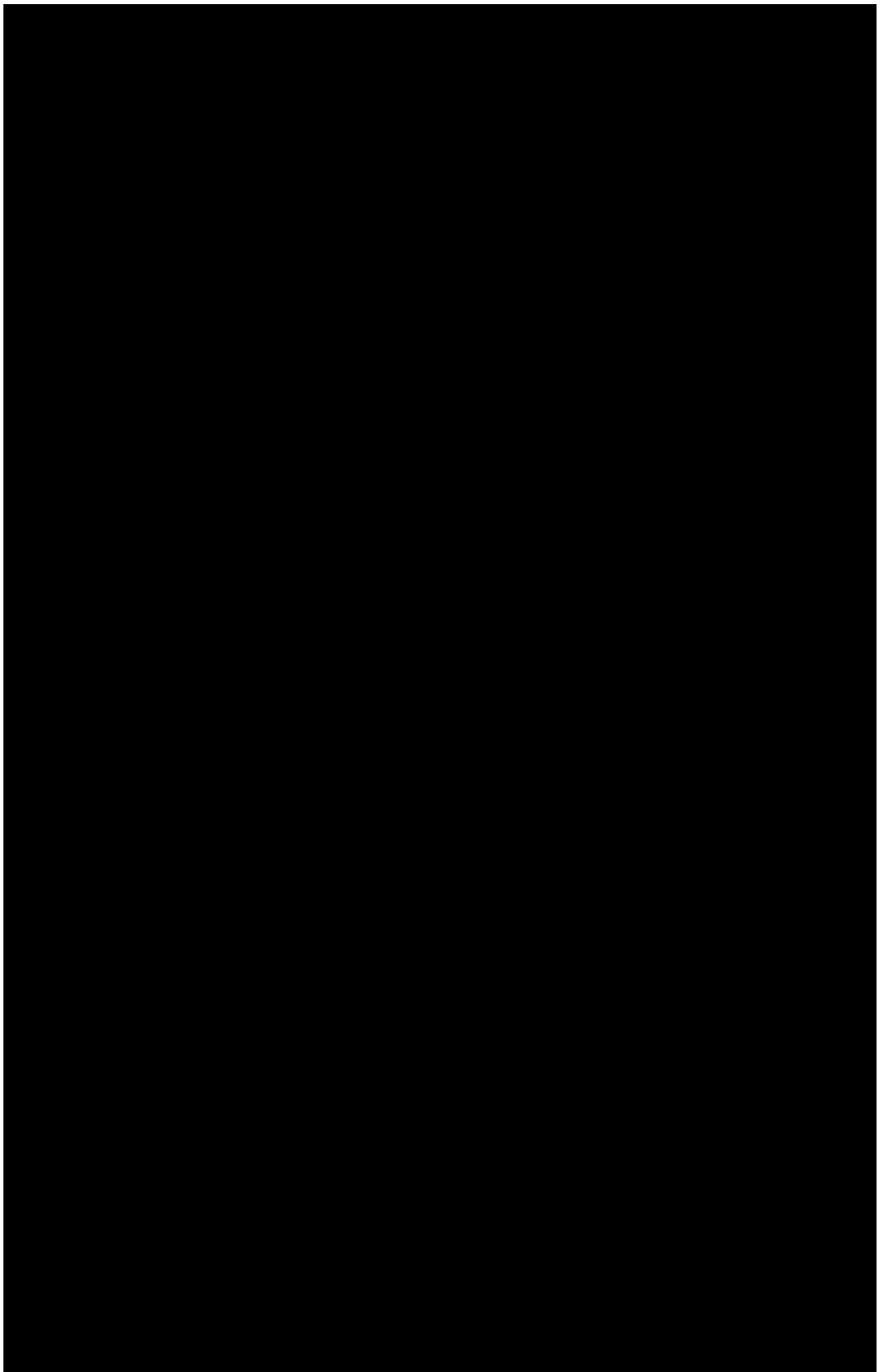


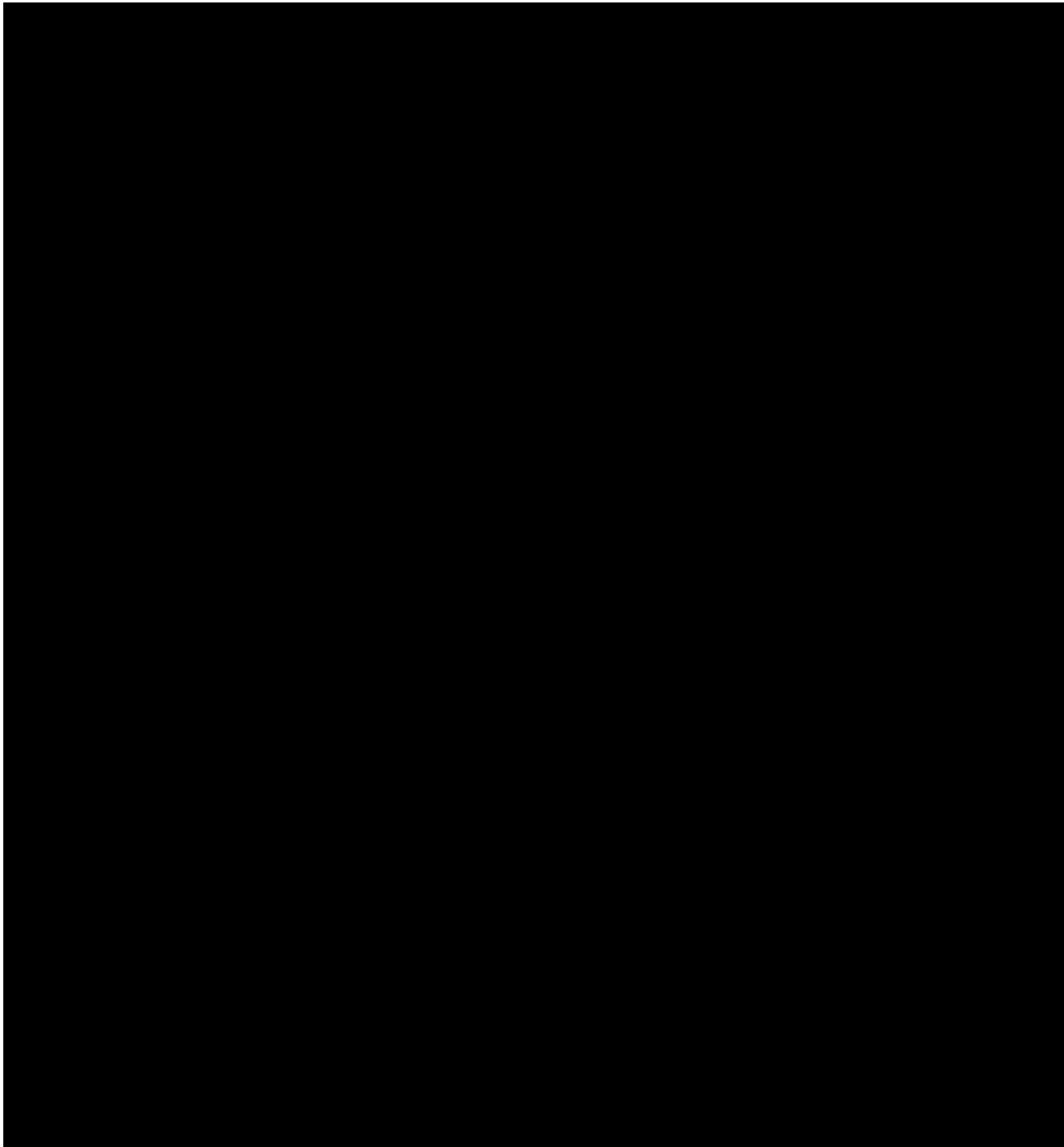


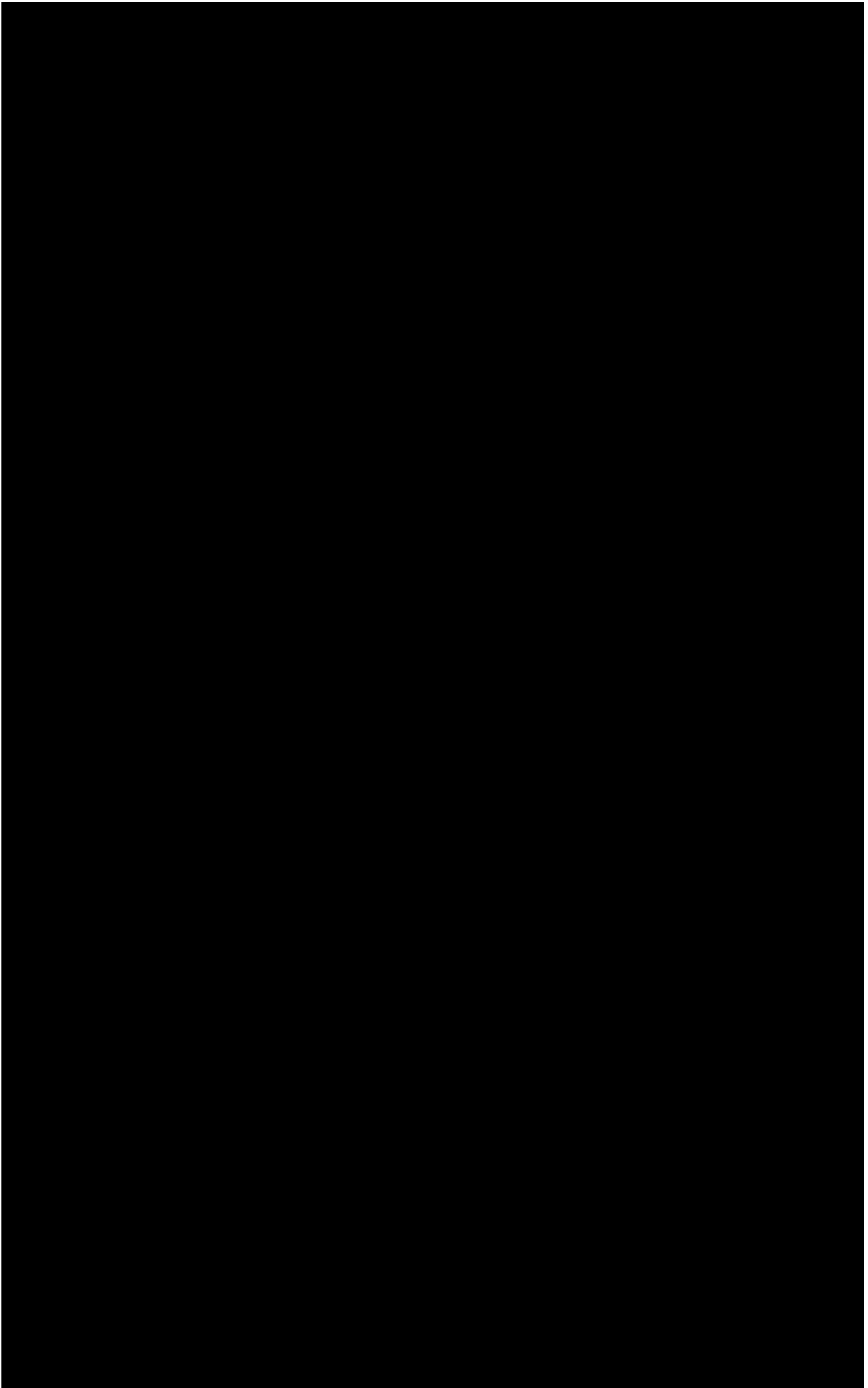


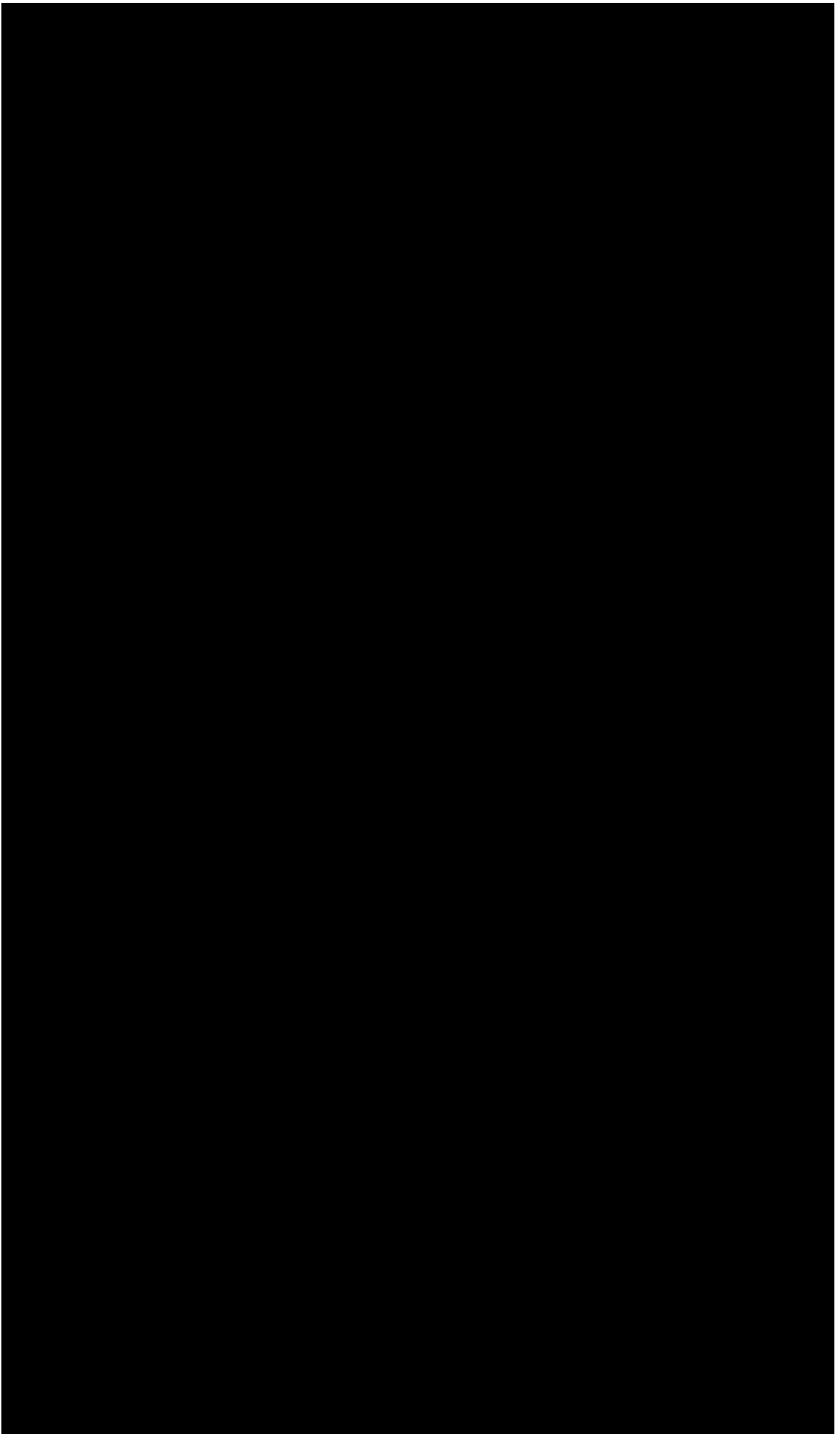


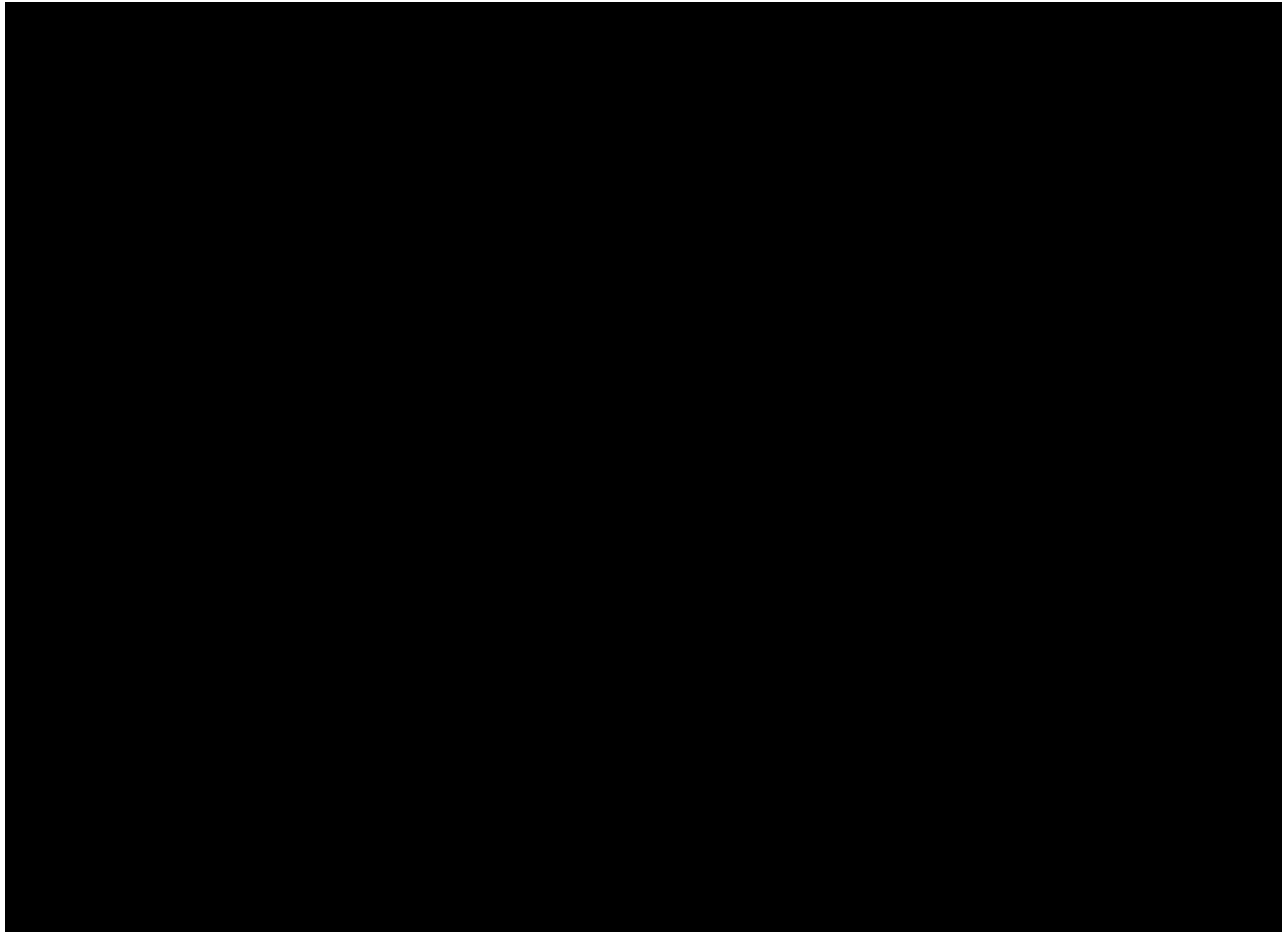


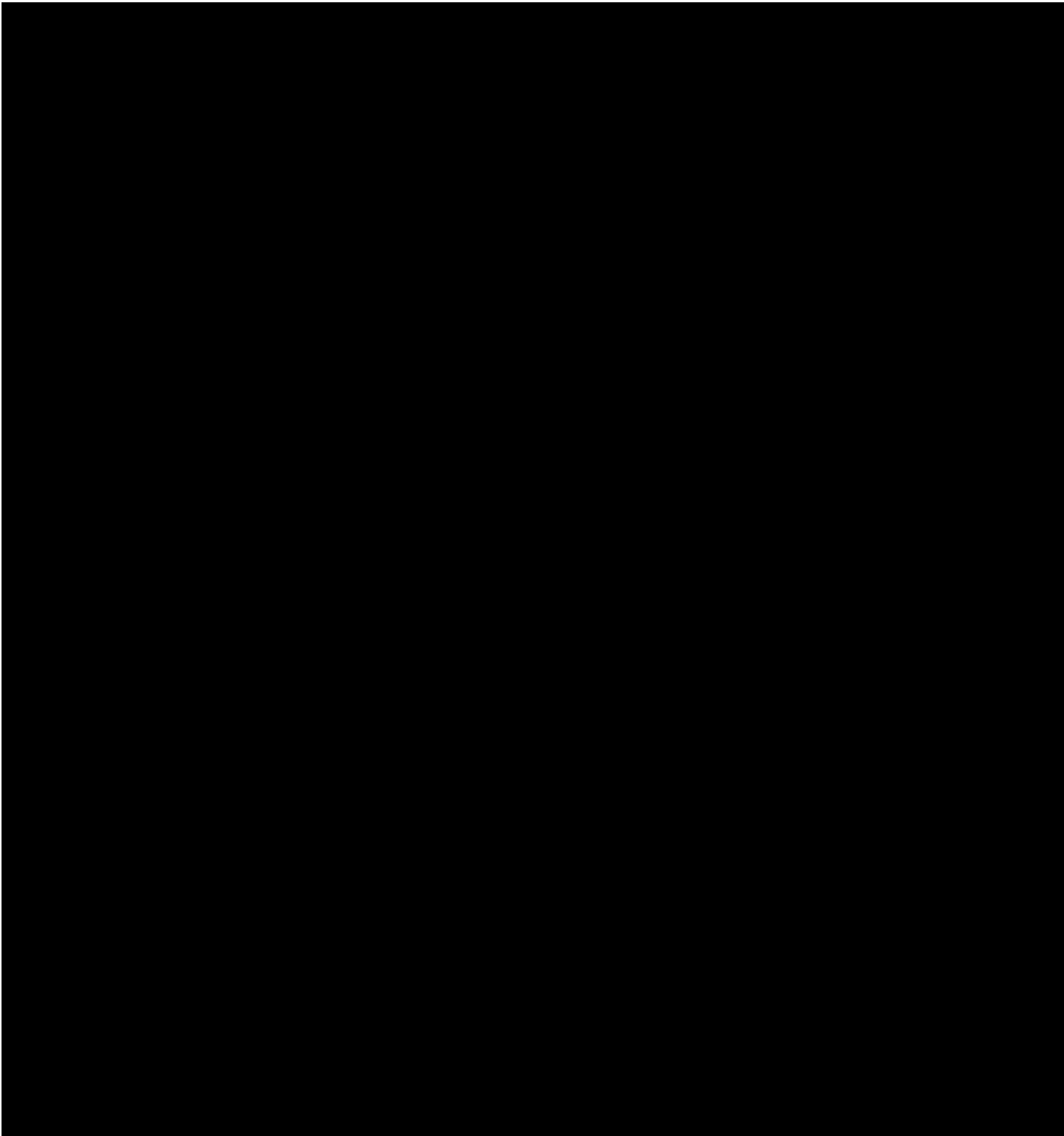




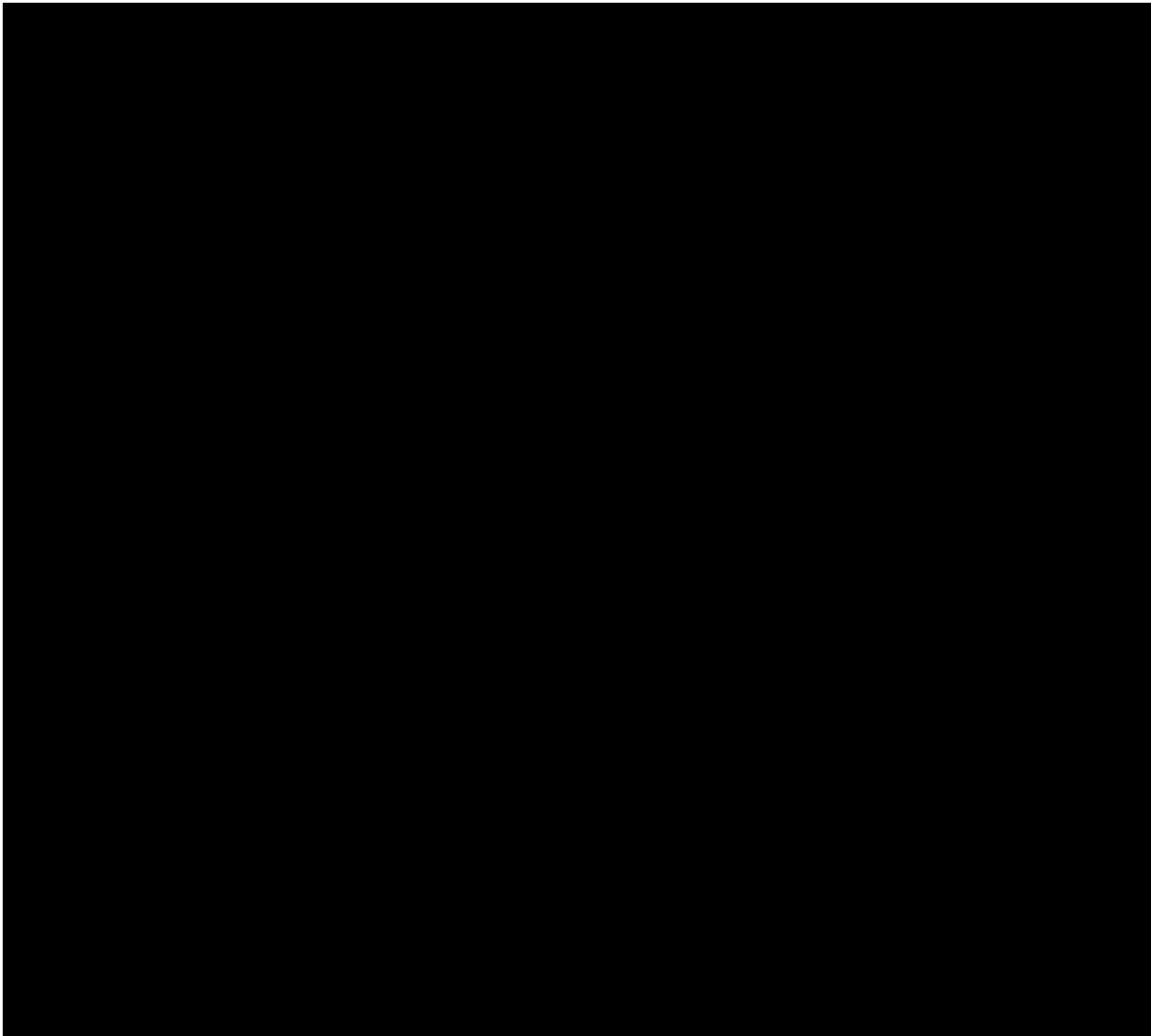


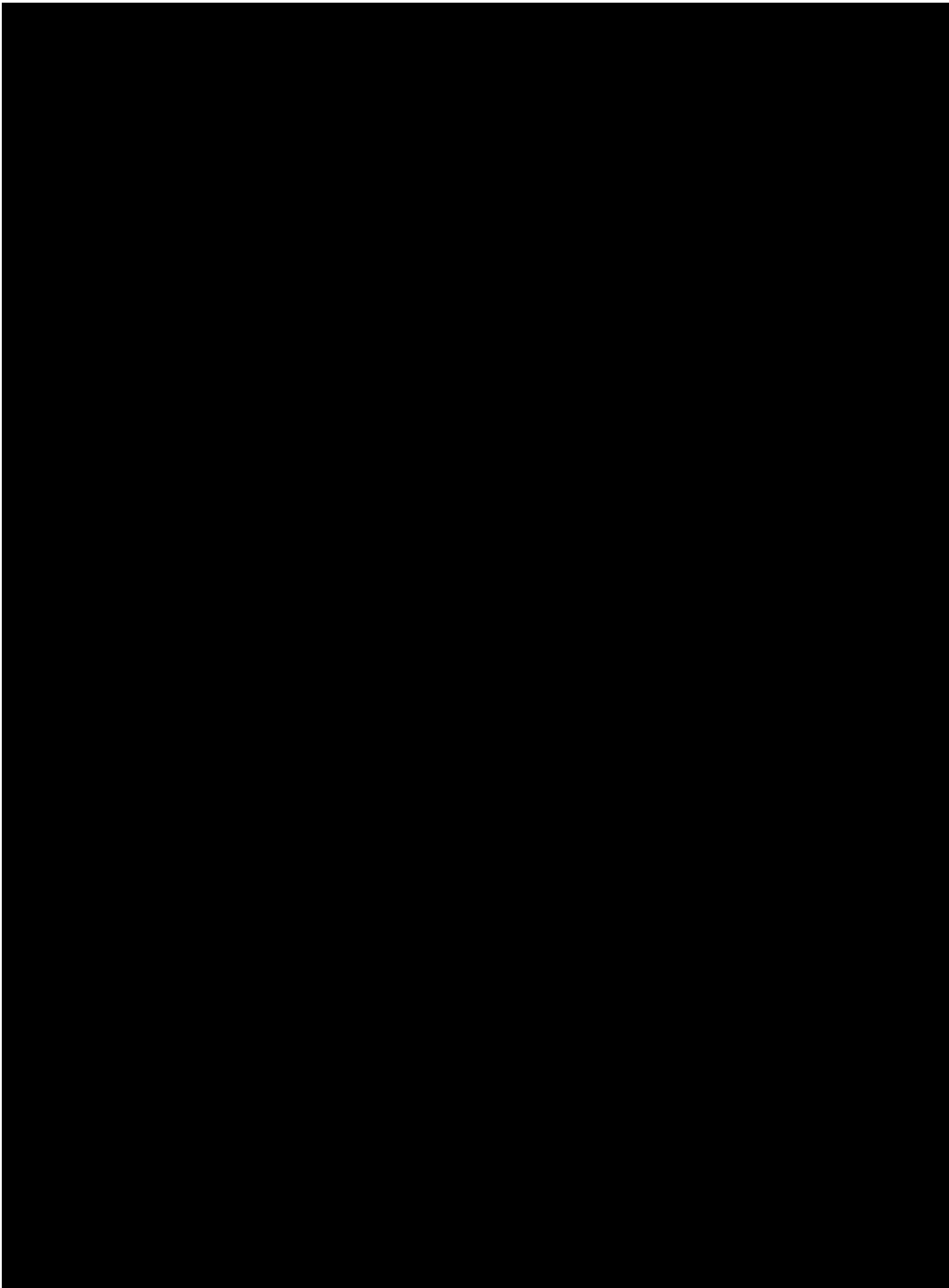


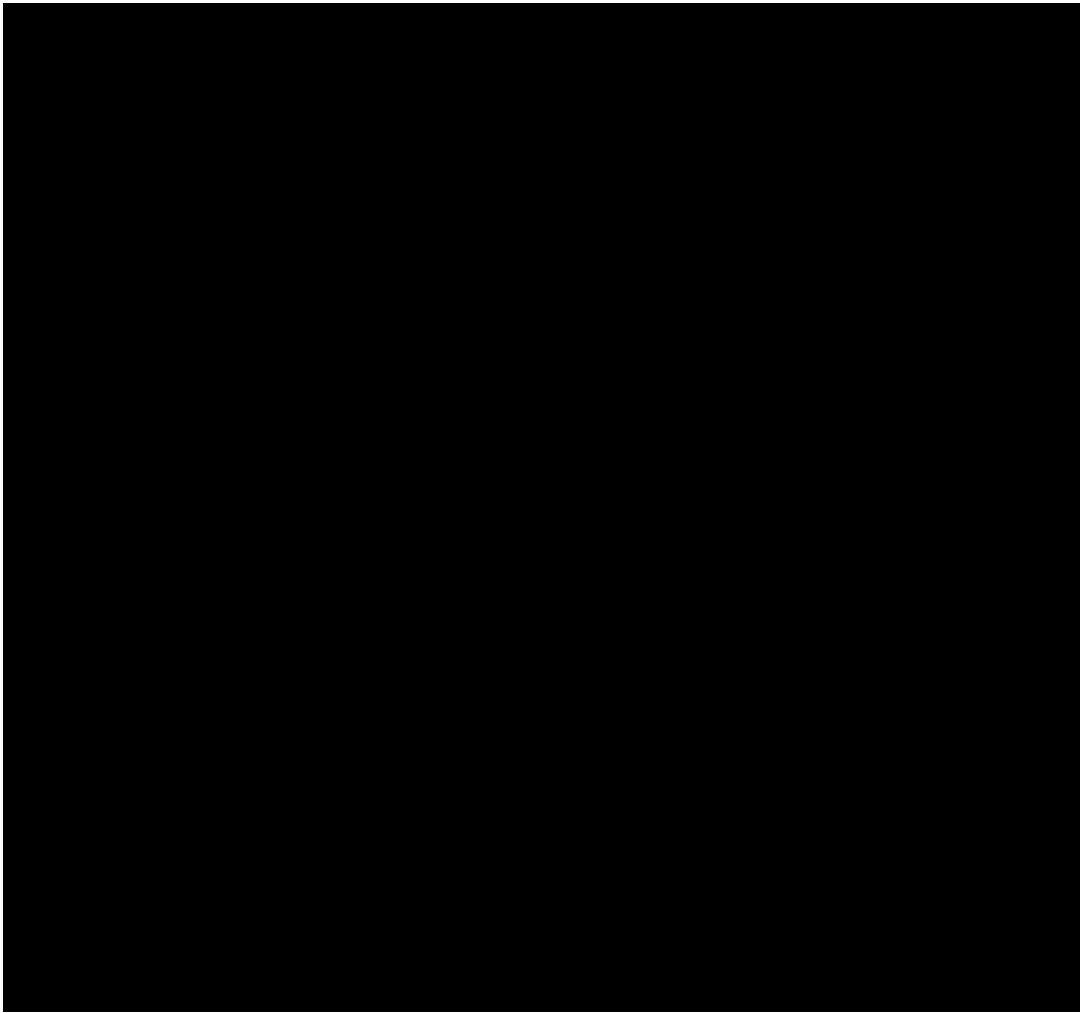


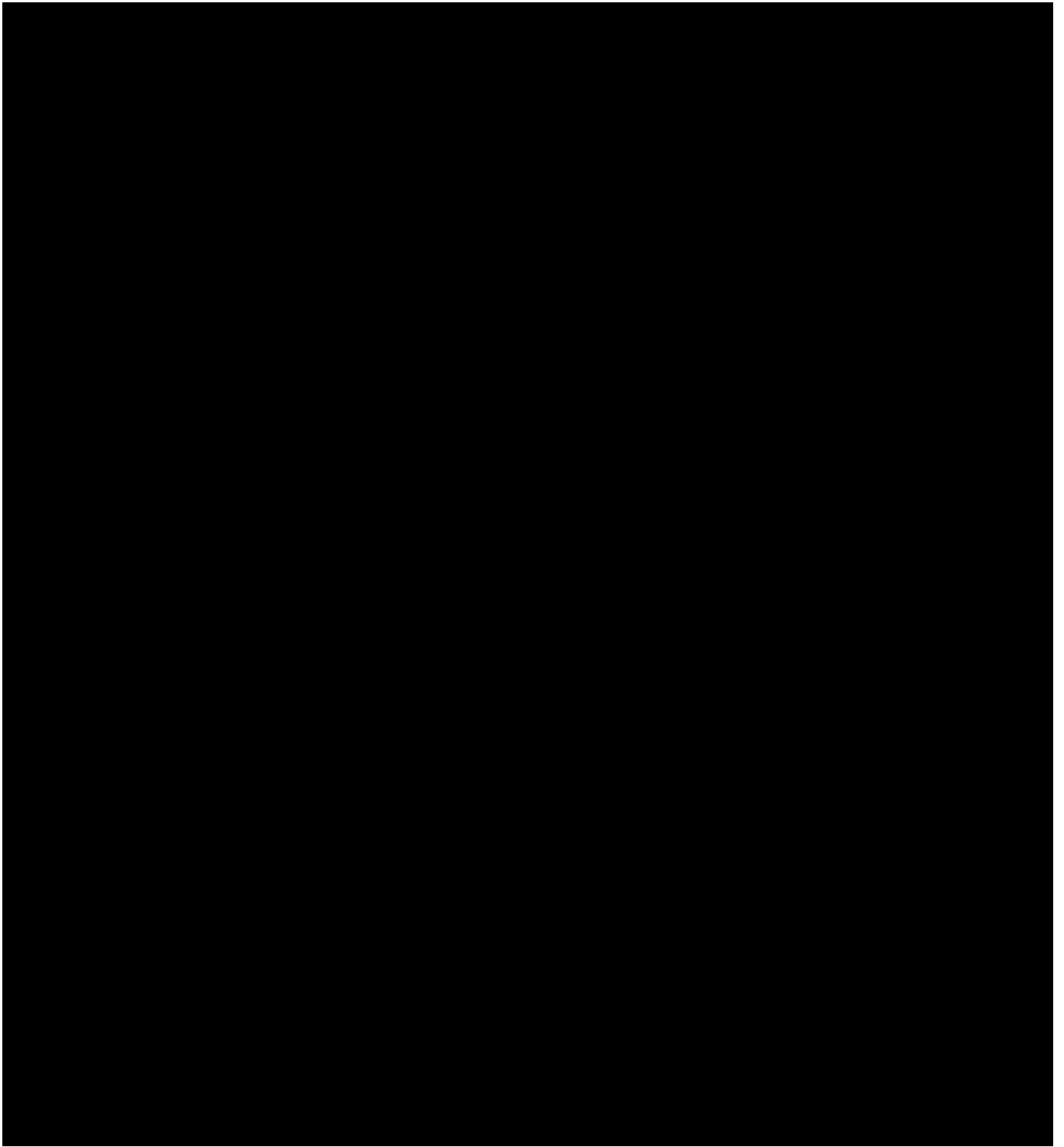


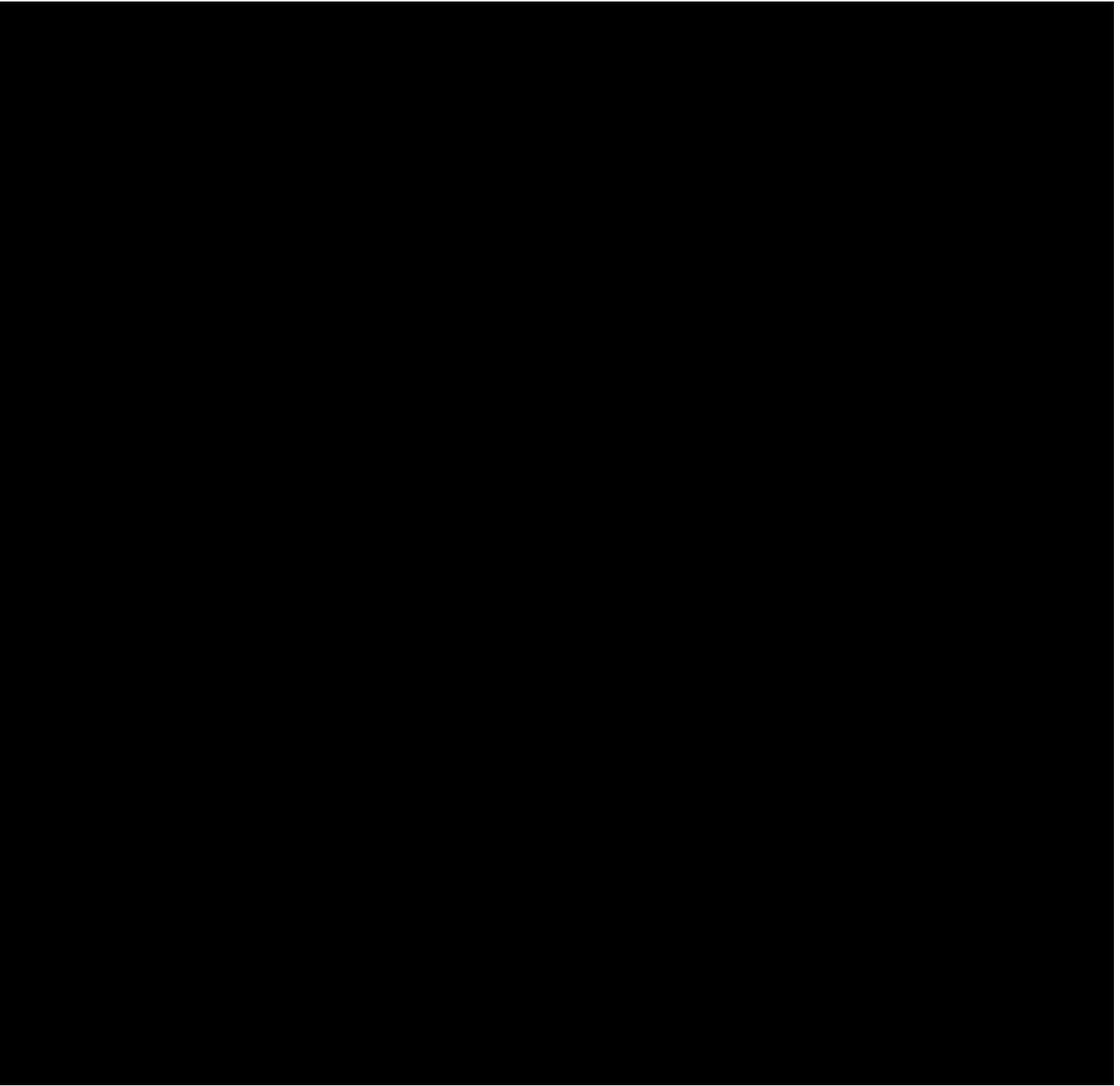


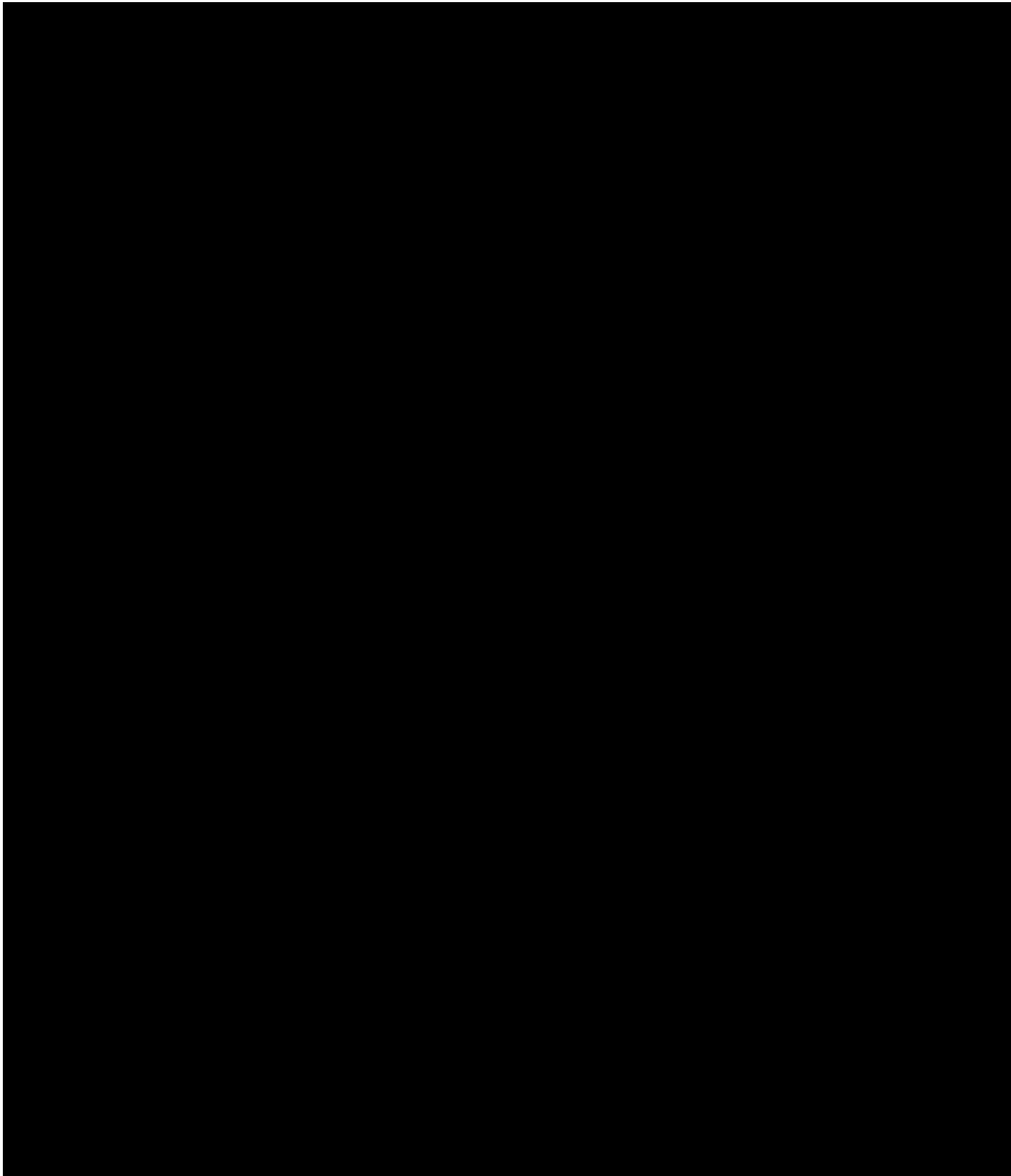


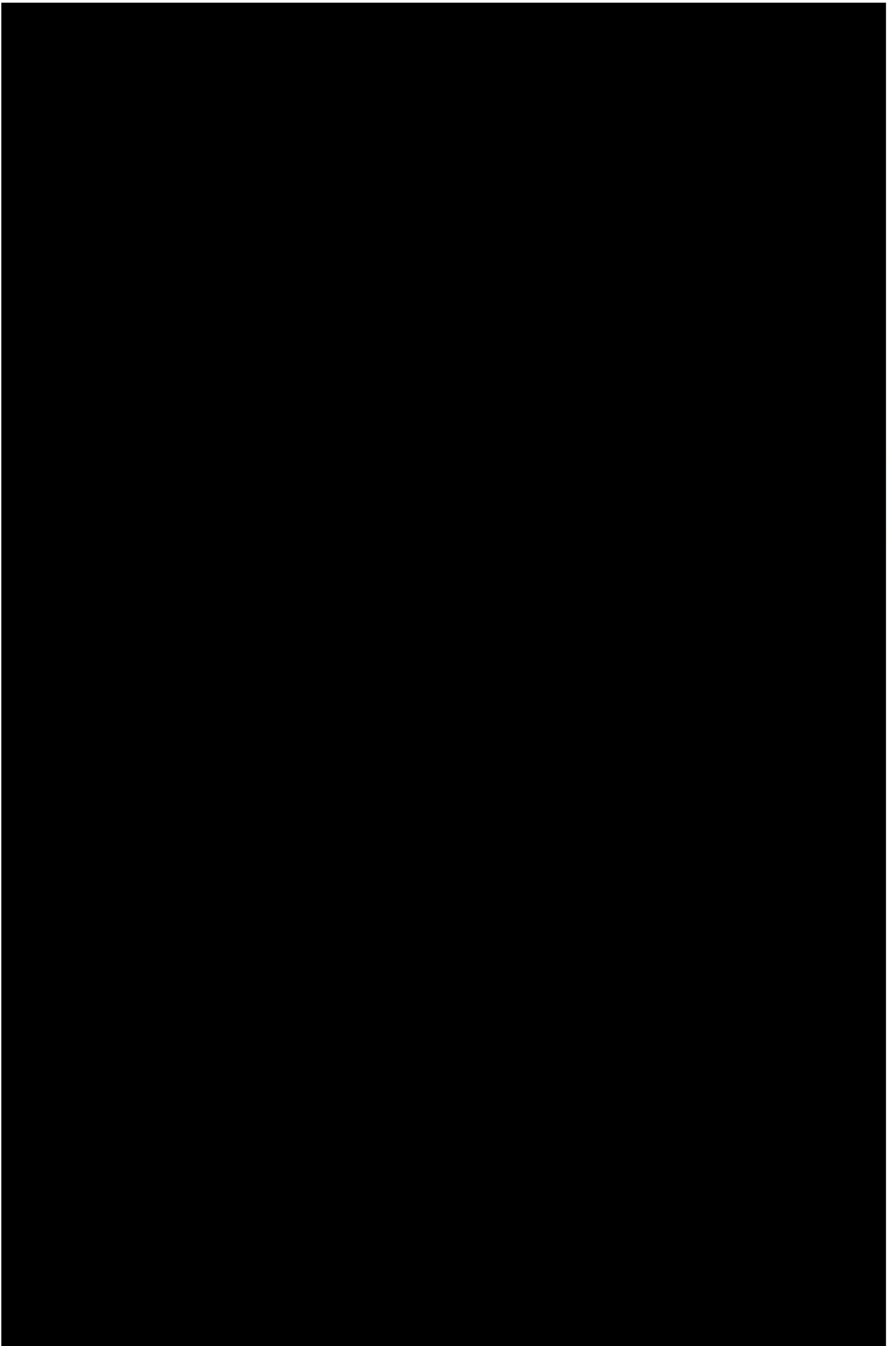


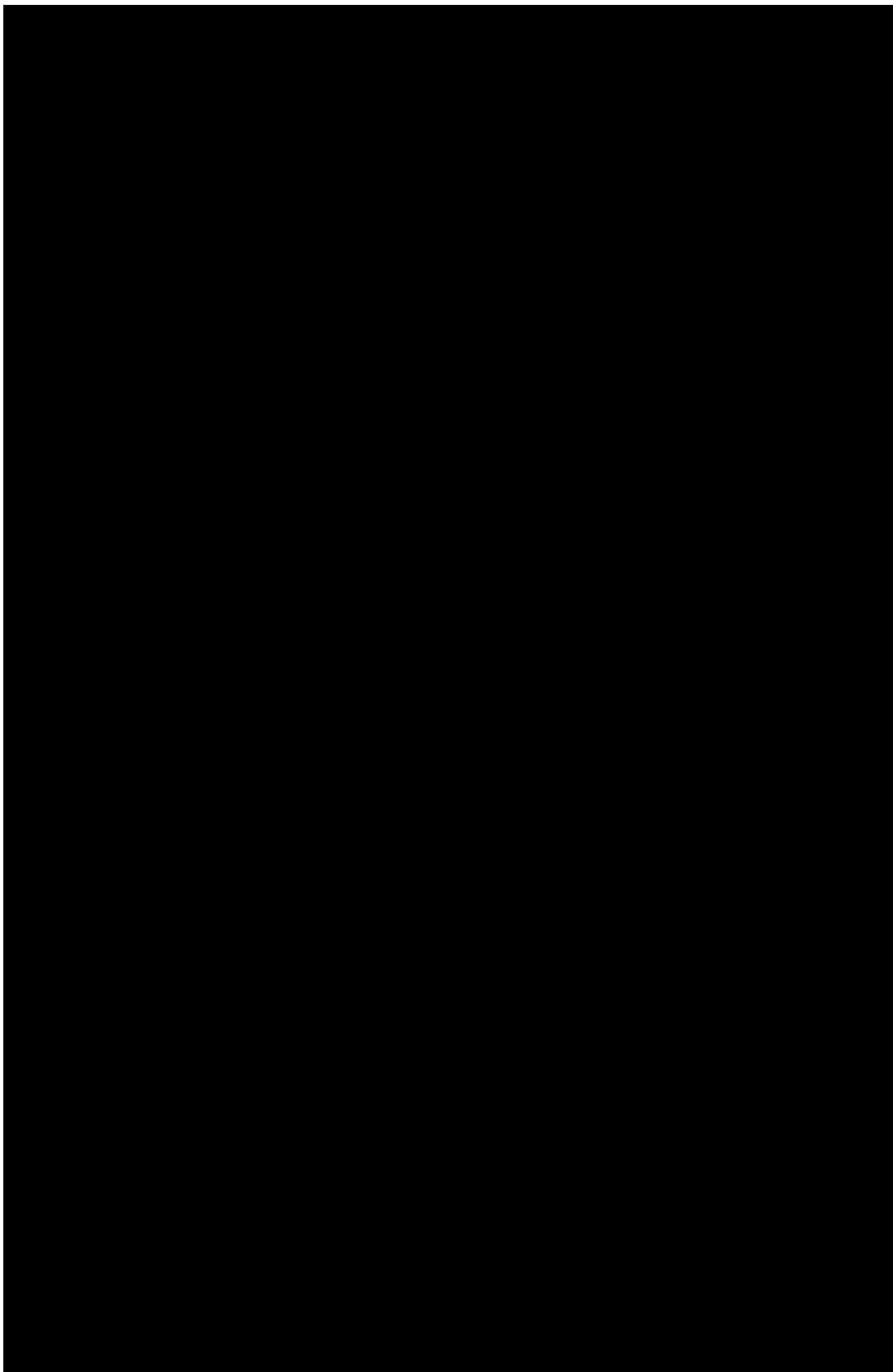


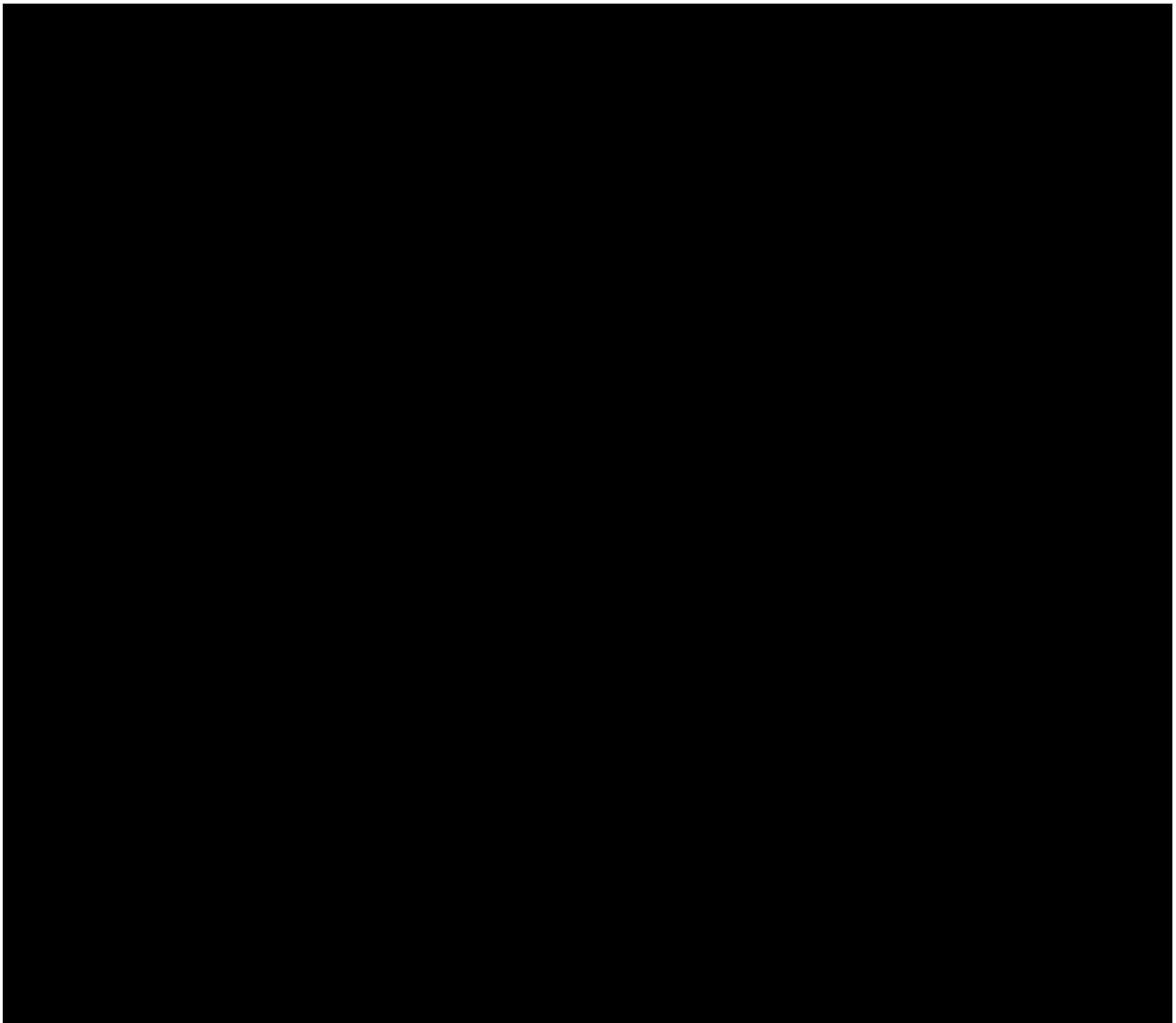




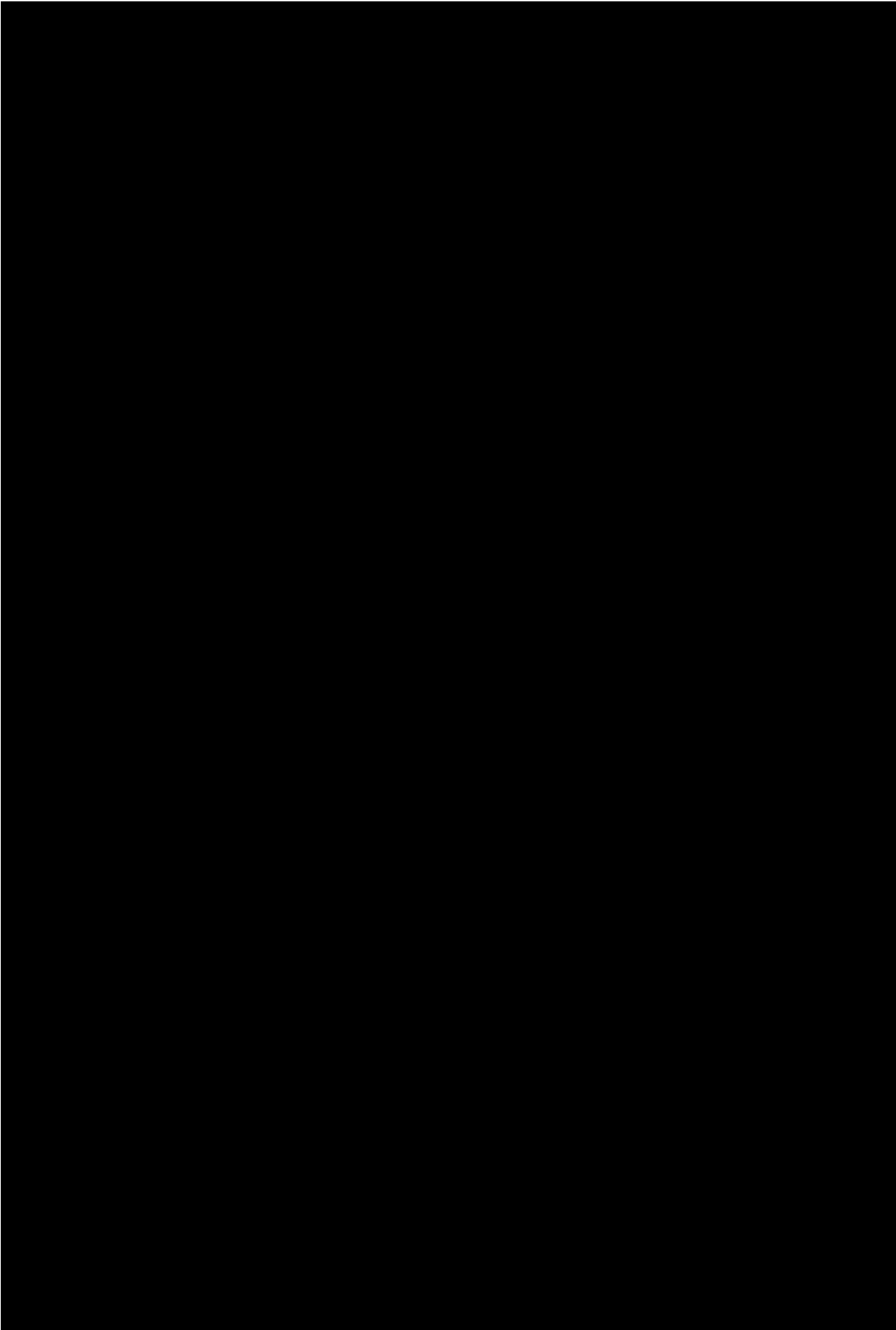


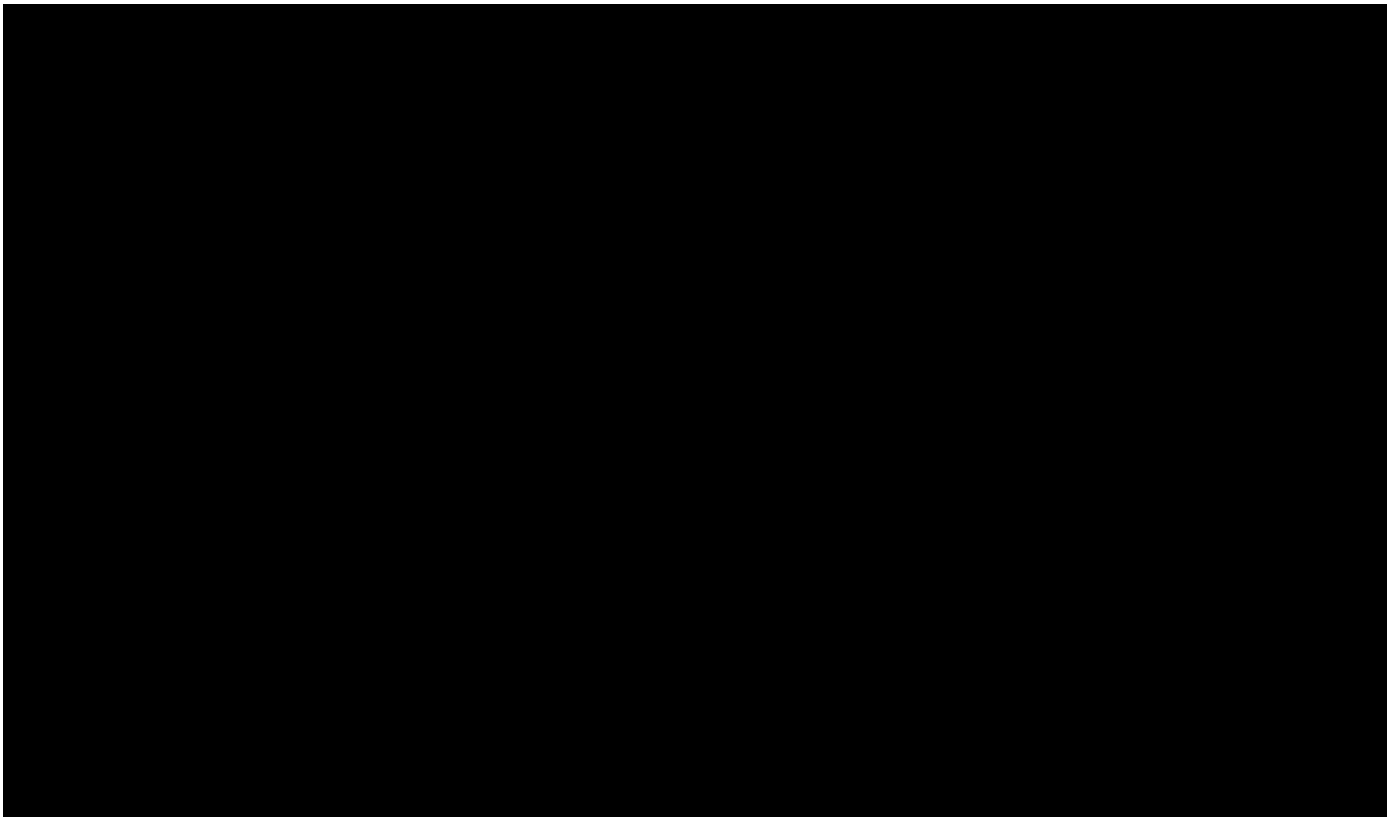


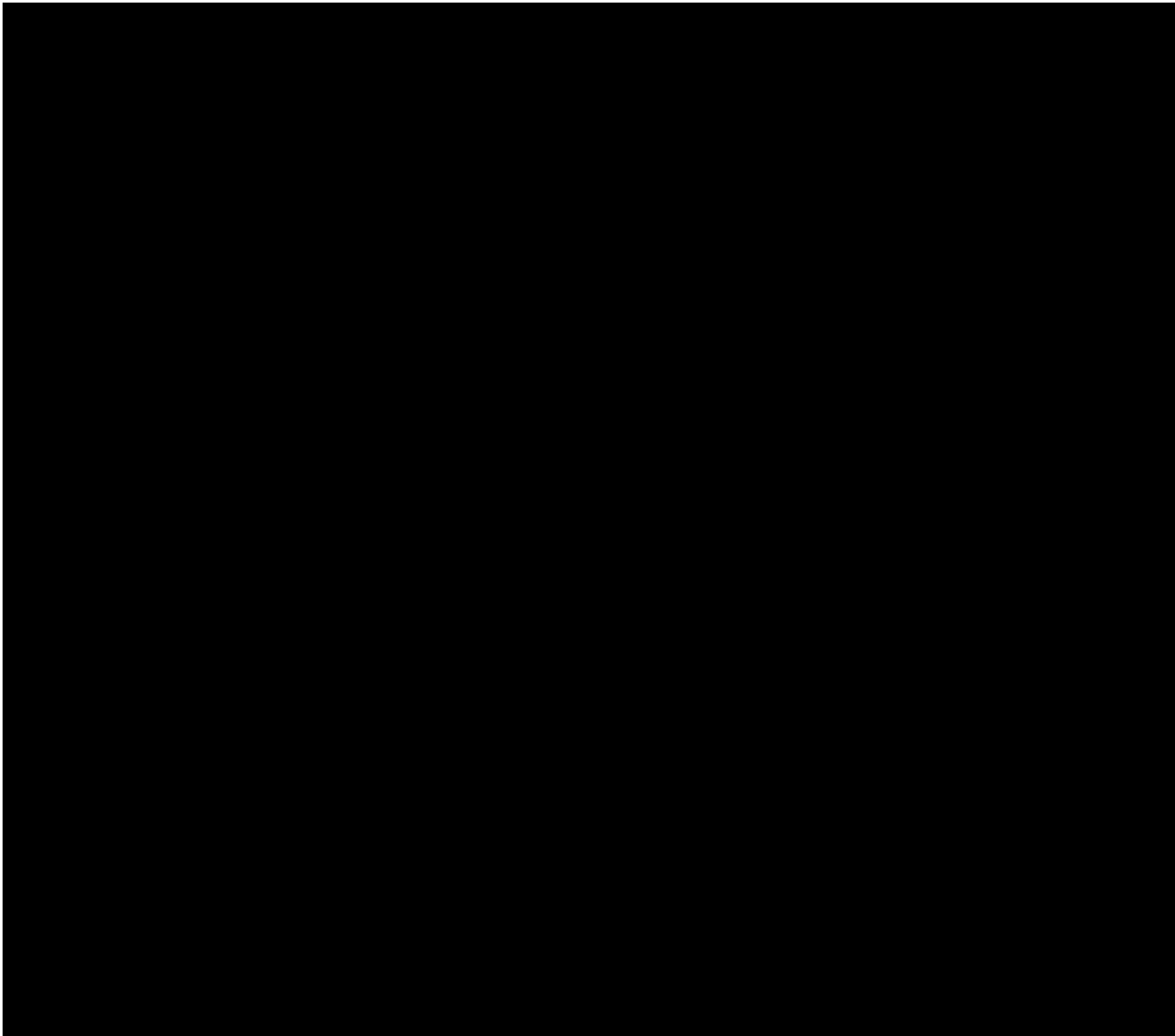




8.2 Budget







Appendix

9.1

Control and Management

Appendix 9.1

Control and Management

The success of the organization is dependent mainly on the Station Manager, his assistance and senior presenters of the station. In terms of dealing with external, agencies, advertisers, including government, other organizations, funders, donors, the Public Relations Officer who will be primarily responsible for establishing contacts and ensuring successful working relationships.

Management: The Board will precisely look into Governance and Operational policies so that the management may not do anything outside the regulations the station should abide with as contained in the constitution. There will be unfortunately no political branding whatsoever. The station's constitution will always be the guide.

Board of Directors

Name	ID No.	Citizenship	Position	Address

Senior Management

Name	ID No.	Citizenship	Position	Address

Mbombela FM -Organogram

