**COMMUNITY SOUND BROADCASTING**

**MOQH AKA FM**

**105.3 MHz**

**COMMUNITY SOUND BROADCASTING**

**APRIL 2020**

Miss Fancy

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|  |  |
| --- | --- |
| **PARTICULARS OF REGISTRANT** | |
| * 1. Full name of Registrant | Maokeng Research and Legal Resource Institute |
| * 1. Trading Name | Moqhaka FM |
| 1.3 Registrant street address | 11868 Relebohile  Maokeng  Kroonstad |
| * 1. Principal place of business | 39 Hill street Kroonstad |
| * 1. Postal Address | 11868 Relebohile  Maokeng  Kroonstad |
| 1.6 Telephone Numbers | 073 356 4008 /0824351140 |
| 1.7 Telefax numbers | 086 511 9522 |
| 1.8 Cellphone numbers | 073 356 4008 |
| 1.9 E mail address | [moqhakafm@webmail.co.za](mailto:moqhakafm@webmail.co.za) |
| 1.10 Designated contact person | Refilwe Meje |
| 1.11 Cellphone number | 073 356 4008 |

|  |  |  |
| --- | --- | --- |
| **2. LEGAL FORM OF REGISTRANT** | | |
| 2.1 **Appendix 2.1.3** | | |
| 2.2 Non Profit Organization, in terms of Nonprofit Organisation Act 1997 | | |
| 2.1.2 Registration number | 180-364 NPO | |
| 2.1.3  Attachments documents | **Appendix 2.1.3**   * Copy of constitution * Copy of Registration Certificate | |
| 2.2 Non Profit | | |
| 2.2.1 Undertaking of complying with Section 5(8)(b) of the Act | | **Appendix 2.1.1 of Form B** |
| Section 5(8)(b) of the Act | | July 2021 |

|  |
| --- |
| **3. NON PROFIT STATUS OF REGISTRANT** |
| The registrant meets the criteria of Non Profit and, all the relevant information is covered in the clauses of the Constitution of the Organization registered as an NPO  SEE ATTACHED “ **Appendix 2.1.3 “** |

**ATTACHMENT : APPENDIX 4.2**

|  |  |
| --- | --- |
| **4. COMMUNITY** | |
| **4.1.1 Geographically founded community** | The municipal areas that comprise the Moqhaka FM’s catchment area are the towns that forms Moqhaka Municipality in Fezile Dabi District, i.e Kroonstad, Maokeng, Matlwangtlwang, Rammulotsi, Steynsrus, Vierfontein, Viljoenskroon. |
| **4.2**  **Description of the geographic community** | According to Census 2011, Moqhaka Local Municipality has a total population of 160 532 people. Of those aged 20 years and older:5.4% have no form of schooling, 5.5% have completed primary school, 36% have some secondary education, 27.8% have completed matric and 8.6% have some form of higher education,  The municipal areas that comprise the corganization’s catchment area are therefore Kroonstad, Maokeng, Matlwangtlwang, Moqhaka NU, Rammulotsi, Steynsrus, Vierfontein, Viljoenskroon.  The following statistics are available from Statistics South Africa (Statssa Community Survey 2007) concerning the income distribution of individuals in Kroonstad. The predominant languages in the area are Sesotho, English and Afrikaans |

**APPENDIX 5.1**

|  |
| --- |
| **5. NATURE OF SERVICES TO BE LICENSED** |
| Moqhaka FM is aim to provide accessible entertainment, education, information and, accurate and interesting news and views from a South African perspective. As a Community radio station, it also aims to provide foreign policy news to a South African and global audience. The programming mix of news, talk, arts, culture and music are designed to promote the South African story.  The proposed service will be a vehicle for upliftment and, unification of a diverse broad family of the continent, with the aim of increasing social awareness, communication and, support between South Africaand, the international communities. |
| **5.2 GEOGRAPHIC ARE FOR THE SERVICE** |
| Moqhaka Municipality:  The municipal areas that comprise the Moqhaka FM’s catchment area are the towns that forms Moqhaka Municipality in Fezile Dabi District, i.e Kroonstad, Maokeng, Matlwangtlwang, Rammulotsi, Steynsrus, Vierfontein, Viljoenskroon. |
| **5.3 LANGUAGE BREAKDOWN** |
| |  |  |  | | --- | --- | --- | | **LANGUAGE** | **PERCENTAGE %** | **HOURS** | | **Sesotho** | **70** | **18** | | **English** | **20** | **4** | | **Afrikaans** | **10** | **2** | |

**APPENDIX 5.4**

Programming will be proudly South African and, with total commitment to upliftment of South Africa as a country.

**BROAD FORMAT**

The overall programme format will be 70% talk and, 30 music, except during specific music shows which will be 80% music and, 20% talk. The language breakdown will be 20% English, 70% Sesotho and 10% Afrikaans. The intention is to use 60% of South African Music and 40% will be continental and, international. Programmes will carry informative, educational and, empowerment content that will promote widespread awareness about the Free Sate and South Africa. This programmes will serve as a primary social tool for education and upliftment. Most content will be sourced locally and, other relevant educational and social content will be sourced from a variety of organizations like ABC ULWAZI, MISA, NCRF and, other relevant sources. We however anticipate producing our own material in-house in just over a year. Other content will include but not limited to the following:

• Features

• Interviews, live-in-studio-guests

• Business news

• Economic indicators etc

CURRENT AFFAIRS

Current affairs will be sourced from other existing print and online sources. Moqhaka FM will employ a qualified News Journalist and Current Affairs Editor. The allocated time will be an three hours per day (3) over five (5) days per week. The split of current Affairs will be as follows**:**

|  |  |
| --- | --- |
| **Current Affairs** | **Allocated time %** |
| Local | 60 |
| National | 30 |
| International | 10 |

**EXAMPLE OF PROGRAMME SCHEDULE**

**MONDAY – FRIDAY**

|  |  |  |  |
| --- | --- | --- | --- |
| **TIME SLOT** | **NAME OF PROGRAMME** | **CONTENT/FORMAT** | **Presenters** |
| 6 - 9 am | Qhakaza Mzansi | Breakfast packed with News, Traffic updates, Sports, Weather, current Affairs, Newspaper, Trends, live-in-studio guests, interviews |  |
| 9 - 12 am | Haven of Rest | Morning Rendezvous, News, Local Tourism, Business, LED, influential Women, Live-in –studio guest, health, economics, politics |  |
| 12 - 3 pm | Brunch Break | Music, light topics |  |
| 3 - 6 pm | Planet Extreme | Youth oriented programme with variety of topics: entertainment, health, social, political, business etc. |  |
| 6- 9 pm | South Africa 2Day | Current local, provincial, national and international news, including breaking news, sports update |  |
| 9 - 12pm | Your Rights | Support constitutional democracy, promote respect for, observance, development and attainment of human rights  **“transforming society, securing rights and, restoring dignity”** |  |
| 12-3am | Through Da Nite | South African Music, dedications |  |
| 3 am-6 am | Joy In The Morning | Motivational talks, music and gospel music at the last hour of the show |  |

**SATURDAY**

|  |  |  |  |
| --- | --- | --- | --- |
| **TIME SLOT** | **PROGRAMME** | **Content Format** | **PRESENTERS** |
| 6 – 9 am | DitswaPitseng | SA traditional music, cultural practices of different groups, like food, clothes, marriage, initiations etc |  |
| 9 – 12 am | Pikipiki Mabelane/Kids Corner | South Africa from the kid’s perspective, how kids see our country, call-ins, dedications |  |
| 12 – 3 pm | Under the African skies | African Music and cultures from Cape to Cairo, Madagascar |  |
| 3 pm -18h00 | Top 30 | International top 30 |  |
| 18h00 – 21h00 | In The House | Hip-hop music |  |
| 21h00 – 24h00 | Lox ion Lyrics | Kwaito and house |  |
| 12 – 3 am | Mid-nite Jive | African hip hop |  |
| 3 – 6 am | Joy In The Morning | Motivation and music |  |

**SUNDAY**

|  |  |  |  |
| --- | --- | --- | --- |
| **TIME SLOT** | **PROGRAMME** | **Content** | **PRESENTER** |
| 6 – 9 am | Get Ready | South African GOSPEL Music |  |
| 9 -12 am | Potter’s House | International Gospel |  |
| 12 – 3 pm | Croon Jazz | Jazz |  |
| 3 – 6 pm | Melodi ya Maloba | Golden oldies from the 70’s |  |
| 6 – 9 pm | This Is Your Day | SA and International Gospel |  |
| 9 - 12 pm | Total Man | Variety of topics for men ranging from gadgets, cars, family, health etc |  |
| 12 - 3 am | Through Da Nite |  |  |
| 3 – 6 am | Joy In The Morning |  |  |

**APPENDIX 5.4**

|  |
| --- |
| **Local music** |
| **South African Music**  South African Music defined as any music composed or performed by a citizen or ordinary resident of SA.    Moqhaka FM will have a reputation as a medium committed to developing and recognising SA composers and/or performers by providing opportunities to have their material broadcast on a regular basis. However, given the nature of the community broadcasting sector and its commitment to reflecting the diversity of SA culture and the interests of local communities, it is crucial for a significant proportion of local and SA music, including indigenous SA music, to continue to be broadcast by community stations.    In selecting SA musical items, Moqhaka FM should will have regard for the make-up of the community served.  Moqhaka FM will ensure a proportion of the total number of musical items broadcast consist of:  • Not less than 75% SA music items  •not less than 10% SA musical items for ethnic groups  The music requirements cited exclude the use of music in sponsorship announcements and program or station promotions. |

|  |
| --- |
| **6 COMMUNITY OF INTEREST** |
|  |
| **6.2 SELECTION AND PRODUCTION OF PROGRAMMES**  **GOVERNANCE**   1. The Board shall remain accountable for the maintenance and development of the station programming policy and shall remain accountable for its implementation and compliance. 2. The Board shall endeavour to provide consultative mechanisms and structures to promote participation by station members and the broader community in programming policy, program types and scheduling and programming practices. 3. The Board shall endeavour to maintain a programming advisory committee to allow for such input from a broader base of personnel. 4. The Board shall ensure that participation in all station activities and the presentation of programs is discharged without prejudice to any individuals or groups on the basis of ethnicity, race, chosen language, gender, sexual preference, religion, age, physical or mental ability, occupation, cultural belief or political affiliation. 5. The Board shall also ensure that programs presented on the station have a bias towards opposing prejudice in any form. The Board shall undertake a formal review of any program which is deemed to not comply with this requirement.   **ROLE OF PROGRAMMING ADVISORY COMMITTEE**  The Board may vary the role of the Committee from time to time, but the generic role of the Committee would include the following:  •to ensure that station broadcasting is adequately resourced and presented in accordance with the legal and ethical requirements outlined in the Act, Moqhaka FM Promise of Performance and any other station policies and practices  •to provide advice to the Board on programming issues, programming policy and development, and any other issues which would further the development of the station in meeting its overall objectives.    As such, the Committee will do the following:    •Consult with relevant stakeholders to determine that the programs delivered on Moqhaka FM meet the needs identified,  •Identify program deficiencies or priorities and delivery of recruiting and training to meet current and future broadcast needs,  •Allocate timeslots to various groups or individuals as it sees fit (in compliance with the above),  •Ensure that programs are resourced in terms of co-ordination of presenters and any special needs that they might have,  •Ensure that regular program reviews are undertaken (quality monitoring) and that compliance with station policy in regard to SA music content , station talk-back policy, station broadcasting and behavioural standards, and  •Ensure that programs are resourced in terms of co-ordination of presenters and any special needs that they might have, Areas of Overlap   * plan and implement recruiting * co-ordinate delivery of basic training & induction * approve competency of trainees * recommend timeslots to Program Committee * maintain training manual and trainer teams * identify advanced training requirements * organise delivery of such training |

1. **SUPPORT : APPENDIX 7**

All letters of support attached as **Appendix 7** to this application

1. **finances**

**8.1 APPENDIX 8.1**

**FINANCES**

**The following will be the sources of revenue for Moqhaka FM**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Time slots** | **Mon-Frid** | **Time slot** | **Saturday** | **Time slot** | **Sunday** |
| **05h00-06h55** | R25 | 06h00-07h00 | R25 | 06h00-09h00 | R25 |
| **07h00 -09h00** | R135 | 07h00-09h00 | R85 | 09h00-13h00 | R85 |
| **09h00-14h00** | R145 | 09h00-14h00 | R135 | 13h00-16h00 | R135 |
| **14h00-16h00** | R45 | 14h00-16h00 | R45 | 16h00 -17h00 | R85 |
| **16h00-18h00** | R135 | 16h00 -18h00 | R45 | 17h00 -19h00 | R35 |
| **18h00-21h00** | R45 | 18h00-21h00 | R85 | 19h00 -21h00 | R35 |
| **21h00-24h00** | R35 | 21h00-24h00 | R35 | 21h00-24h00 | R35 |
| **24h00 -05h00** | R35 | 24h00-06h00 | R35 | 24h00-06h00 | R35 |

**6 commercials per house= 108 commercials per day**

**POSSIBLE INCOME FROM COMMERCIALS BASED ON RATE CARD**

|  |  |  |
| --- | --- | --- |
| **DAYS** | **Calculations** | **Income(R)** |
| **Monday – Friday** | **R81 x 22 days x 108** | **R192 456** |
| **Saturday** | R65 x 4days x 108 ads | R28 808 |
| **Sunday** | R62 x 4days x 108 | R26 674 |
|  | ***Possible revenue selling 100% ads*** | ***R247 938*** |

**SPECIAL PROMOTIONS**

**MON – FRID: 7 HOURS**

|  |  |  |
| --- | --- | --- |
| **Days** | **Calculations** | **Total income, ( R)** |
| **Mon – Frid** | 300 x 22 days x 7 ads | R46 200 |
| **Sat –Sun** | R240 x 8 days x 5 ads | R9 200 |
|  | *Possible revenue selling 100% ads* | R55 400 |

**Total possible income per month selling ads at 100% = R303 338**

Other sources of revenue will be the following:

1. Sponsorships
2. Donations
3. Events, e.g. OB’s

**PROJECTED POSSIBLE INCOME FOR ONE MONTH**

|  |  |  |  |
| --- | --- | --- | --- |
| **Target sales as % of available ad time** | **Total possible income from generic sales ( R )** | **Total possible income from special sponsorship sales ( R )** | **Total possible income from airtime sales ( R )** |
| **20** | 49 464 | 11 160 | 60 624 |
| **25** | 61 830 | 13 950 | 75 780 |
| **30** | 74 196 | 16 740 | 90 936 |
| **35** | 86 562 | 19 530 | 106 092 |
| **40** | 98 928 | 22 320 | 121 248 |
| **45** | 111 294 | 25 110 | 136 404 |
| **50** | 123 660 | 27 900 | 151 160 |
| **55** | 136 026 | 30 690 | 166 716 |
| **60** | 148 392 | 33 480 | 181 872 |
| **65** | 160 758 | 36 270 | 197 028 |
| **70** | 173 124 | 39 060 | 212 184 |
| **75** | 185 490 | 41 850 | 227 330 |
| **80** | 197 856 | 44 640 | 242 496 |
| **85** | 210 222 | 47 430 | 257 652 |
| **90** | 222 588 | 50 220 | 272 808 |
| **95** | 234 954 | 53 010 | 287 964 |
| **100** | 247 320 | 55 800 | 287 964 |
|  | **247 938** | **55 800** | **303 738** |

**APPENDIX 8.2**

**CAPITAL EXPENDITURE FOR COMMENCEMENT**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Oct** | **NOV** | **DEC** | **JAN**  **2021** | **FEB** | **MAR** | **TOTAL** |
| **Studio Equipment** |  |  |  | **1 600 000** |  |  | **1 600 000** |
| **Desktops x 3** |  |  |  |  | **9000** |  | **9000** |
| **Laptops x 3** |  |  |  |  | **15000** |  | **15000** |
| **Office Desks x 3** |  |  |  |  | **9000** |  | **9000** |
| **Office Chairs x 4** |  |  |  |  | **5000** |  | **5000** |
| **Reception Chairs x 10** |  |  |  |  | **2000** |  | **2000** |
| **Branding** |  |  |  |  | **10 000** |  | **10 000** |
| **Website** |  |  |  |  | **5000** |  | **5000** |
| **TV Sets x 2** |  |  |  |  | **10 000** |  | **10 000** |

**TOTAL R1 665 000.00**

**APPENDIX 8.3**

**BUSINESS PLAN**

**EXECUTIVE SUMMARY**

**GENERAL DESCRIPTION OF THE SERVICES TO BE PROVIDED**

“Public Diplomacy in Action”

Towards a better Free State, a better South Africa, and better Africa and a better world, Moqhaka FM is a product of Maokeng in the Free State.

Moqhaka FM should aim to provide accessible entertainment, education, information and, accurate and interesting news and views from a South African perspective. As a community radio station, it also aims to provide foreign policy news to a Free State and South African audience. The programming mix of news, talk, arts, culture and music are designed to promote the South African story.

Of key importance is ensuring that the correct platform is used to ensure that the Free State story is communicated without distortion and promote Brand South Africa domestically. Although reliable news sources exist, there are times when the news of the day is littered with inaccuracies, misrepresentations or is factually incorrect. Moqhaka FM seeks to address this by providing a platform to proactively communicate news and information opposed to being reactive. Moqhaka FM, which will be fully owned and operated by the community and people of Moqhaka.

Moqhaka FM would aim to create a fair and balanced representation of the work of the departments and government as a whole; and to clearly and consistently present the policies of the Government of South Africa. The proposed service will be a vehicle for up-liftment and, unification of a diverse broad family of Moqhaka Municipality, with the aim of increasing social awareness, communication and, support between the communities.

**EXTENT OF INFLUENCE OF Moqhaka FM**

There is no other service that caters specifically for the local audience. Most service providers are either Provincial, National or International and portrays news of the day littered with inaccuracies, misrepresentations factually incorrect. Moqhaka FM will aim to create a fair and balanced representation NEWS.

The multi-cultural, multi lingual and diversity of preferences and tastes will be catered for by the services provided.

**CORE VALUES**

* Human dignity through gainful work
* Professionalism in everything
* Knowledge creation and management for business effectiveness
* Innovation for socio-economic progress
* Industrious creativity

**BUSINESS ETHICS**

We will share the values of our clients and stakeholders which are:

* Integrity
* Involvement
* Service excellence
* Good governance.

**KEYS TO SUCCESS**

* Exceed client expectation
* Generate repeat business by building client loyalty
* Increase the number of adverts placed by intensifying our marketing campaigns

**Summary of Business Details**

The following table summarizes the details of the business:

|  |  |
| --- | --- |
| Proposed Name | MOQHAKA FM |
| Registration Number | 180-364 NPO |
| Operating Address | 39 Hill Street, Kroonstad, 9500 |
| Contact Person& Role | Refilwe Meje |
| Contact Details | Cell: 073 356 4008  082 435 1140  Email: [moqhakafm@webmail.co.za](mailto:moqhakafm@webmail.co.za) |
| Postal Address | 11868 Relebohile, Maokeng |
| Telephones | 073 356 4008  082 435 1140 |
| Fax | 086 511 9522 |
| Contact Persons | Refilwe Meje  Nyiko Mathebula |

**DESCRIPTION OF COMMUNITY**

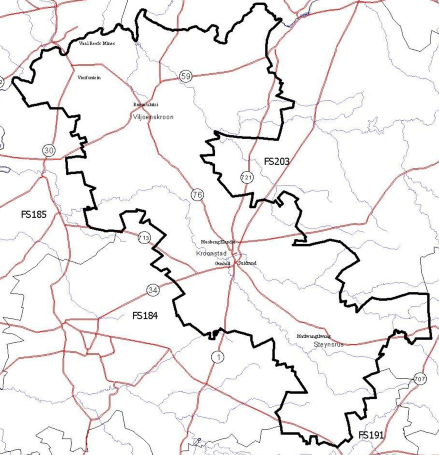
The target market for Moqhaka FM comprises of persons who reside in Moqhaka Municipality. As a community Radio, the business relies on the rapport, vouching and moral suasion that members have over each other hence the business is targeting people within the community.

The target listenership for Mozolo FM is therefore not the extremely low LSM market but LSM6 and above.

**Market Size**

The Radio’s immediate market comprises individuals who reside in Moqhaka Local Municipality, by limiting the target market within the local municipality, Moqhaka FM is assured of full participation of community members in the Radio programming and business as well as the moral suasion that flows from a sense of ownership within a community that knows the presenters and management on a personal level

**The following map delineates Moqhaka Local Municipality within Fezile Dabi District**



The municipal areas that comprise the Moqhaka FM’s catchment area are therefore Kroonstad, Maokeng, Matlwangtlwang, Rammulotsi, Steynsrus, Vierfontein, Viljoenskroon.

The following statistics are available from Statistics South Africa (Statssa Community Survey 2007) concerning the income distribution of individuals in Kroonstad.

According to Census 2011, Moqhaka Local Municipality has a total population of 160 532 people. Of those aged 20 years and older:5.4% have no form of schooling, 5.5% have completed primary school, 36% have some secondary education, 27.8% have completed matric and 8.6% have some form of higher education.

If 8.6% of the adult population has some form of higher education and 10.2% earns 307 601 or more annually

**PROGRAMMING AND PROGRAMME SCHEDULES**

Moqhaka FM will encourage the members of the geographic community served to participate in the selection and provision of programmes through the following participation structures:

1. On air and print media invitations to suggest and motivate topics for discussion and music selection.
2. Avenues of complaints and compliments such as suggestion box at the venue and, notices may be dropped by e-mail, fax, telephone and other available social network platforms.
3. An annual community meeting advertised on air and in print media specifically to get feedback on programming and, assist with content and format design.
4. Creation of online programming committees that will evaluate and monitor the programmes

Programming will be proudly South African and, with total commitment to upliftment of South Africa as a country.

**BROAD FORMAT**

The overall programme format will be 70% talk and, 30 music, except during specific music shows which will be 80% music and, 20% talk. The language breakdown will be 30% English and 70% Sesotho. The intention is to use 60% of South African Music and 40% will be continental and, international. Programmes will carry informative, educational and, empowerment content that will promote widespread awareness about the Departments and South Africa. This programmes will serve as a primary social tool for education and upliftment. Most content will be sourced locally and, other relevant educational and social content will be sourced from a variety of organizations like ABC ULWAZI, MISA, and NCRF and, other relevant sources. We however anticipate producing our own material in-house in just over three months. Other content will include but not limited to the following:

* Features
* Interviews, live-in-studio-guests
* Business news
* Economic indicators etc.

**EXAMPLE OF PROGRAMME SCHEDULE**

**MONDAY – FRIDAY**

|  |  |  |  |
| --- | --- | --- | --- |
| **TIME SLOT** | **NAME OF PROGRAMME** | **CONTENT/FORMAT** | **Presenters** |
| 6 - 9 am | Qhakaza Mzansi | Breakfast packed with News, Traffic updates, Sports, Weather, current Affairs, Newspaper, Trends, live-in-studio guests, interviews |  |
| 9 - 12 am | Haven of Rest | Morning Rendezvous, News, Local Tourism, Business, LED, influential Women, Live-in –studio guest, health, economics, politics |  |
| 12 - 3 pm | Brunch Break | Music, light topics |  |
| 3 - 6 pm | Planet Extreme | Youth oriented programme with variety of topics: entertainment, health, social, political, business etc. |  |
| 6- 9 pm | South Africa 2Day | Current local, provincial, national and international news, including breaking news, sports update |  |
| 9 - 12pm | Your Rights | Support constitutional democracy, promote respect for, observance, development and attainment of human rights  **“transforming society, securing rights and, restoring dignity”** |  |
| 12-3am | Through Da Nite | South African Music, dedications |  |
| 3 am-6 am | Joy In The Morning | Motivational talks, music and gospel music at the last hour of the show |  |

**SATURDAY**

|  |  |  |  |
| --- | --- | --- | --- |
| **TIME SLOT** | **PROGRAMME** | **Content Format** | **PRESENTERS** |
| 6 – 9 am | DitswaPitseng | SA traditional music, cultural practices of different groups, like food, clothes, marriage, initiations etc |  |
| 9 – 12 am | Pikipiki Mabelane/Kids Corner | South Africa from the kid’s perspective, how kids see our country, call-ins, dedications |  |
| 12 – 3 pm | Under the African skies | African Music and cultures from Cape to Cairo, Madagascar |  |
| 3 pm -18h00 | Top 30 | International top 30 |  |
| 18h00 – 21h00 | In The House | Hip-hop music |  |
| 21h00 – 24h00 | Lox ion Lyrics | Kwaito and house |  |
| 12 – 3 am | Mid-nite Jive | African hip hop |  |
| 3 – 6 am | Joy In The Morning | Motivation and music |  |

**SUNDAY**

|  |  |  |  |
| --- | --- | --- | --- |
| **TIME SLOT** | **PROGRAMME** | **Content** | **PRESENTER** |
| 6 – 9 am | Get Ready | South African GOSPEL Music |  |
| 9 -12 am | Potter’s House | International Gospel |  |
| 12 – 3 pm | Croon Jazz | Jazz |  |
| 3 – 6 pm | Melodi ya Maloba | Golden oldies from the 70’s |  |
| 6 – 9 pm | This Is Your Day | SA and International Gospel |  |
| 9 - 12 pm | Total Man | Variety of topics for men ranging from gadgets, cars, family, health etc |  |
| 12 - 3 am | Through Da Nite |  |  |
| 3 – 6 am | Joy In The Morning |  |  |

**FINANCES**

The following will be the sources of revenue for **MOQHAKA FM**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Time slots** | **Mon-Frid** | **Time slot** | **Saturday** | **Time slot** | **Sunday** |
| 05h00-06h55 | R25 | 06h00-07h00 | R25 | 06h00-09h00 | R25 |
| 07h00 -09h00 | R135 | 07h00-09h00 | R85 | 09h00-13h00 | R85 |
| 09h00-14h00 | R145 | 09h00-14h00 | R135 | 13h00-16h00 | R135 |
| 14h00-16h00 | R45 | 14h00-16h00 | R45 | 16h00 -17h00 | R85 |
| 16h00-18h00 | R135 | 16h00 -18h00 | R45 | 17h00 -19h00 | R35 |
| 18h00-21h00 | R45 | 18h00-21h00 | R85 | 19h00 -21h00 | R35 |
| 21h00-24h00 | R35 | 21h00-24h00 | R35 | 21h00-24h00 | R35 |
| 24h00 -05h00 | R35 | 24h00-06h00 | R35 | 24h00-06h00 | R35 |

6 commercials per house= 108 commercials per day

**POSSIBLE INCOME FROM COMMERCIALS BASED ON RATE CARD**

|  |  |  |
| --- | --- | --- |
| **DAYS** | **Calculations** | **Income(R)** |
| Monday – Friday | R81 x 22 days x 108 | R192 456 |
| Saturday | R65 x 4days x 108 ads | R28 808 |
| Sunday | R62 x 4days x 108 | R26 674 |
|  | **Possible revenue selling 100% ads** | **R247 938** |

**SPECIAL PROMOTIONS**

MON – FRID: 7 HOURS

|  |  |  |
| --- | --- | --- |
| **Days** | **Calculations** | **Total income, ( R)** |
| Mon – Frid | 300 x 22 days x 7 ads | R46 200 |
| Sat –Sun | R240 x 8 days x 5 ads | R9 200 |
|  | ***Possible revenue selling 100% ads*** | R55 400 |

**Total possible income per month selling ads at 100% = R303 338**

**Other sources of revenue will be the following:**

1. Sponsorships
2. Donations
3. Events, e.g. OB’s

**PROJECTED POSSIBLE INCOME FOR ONE MONTH**

|  |  |  |  |
| --- | --- | --- | --- |
| **Target sales as % of available ad time** | **Total possible income from generic sales ( R )** | **Total possible income from special sponsorship sales ( R )** | **Total possible income from airtime sales ( R )** |
| 20 | 49 464 | 11 160 | 60 624 |
| 25 | 61 830 | 13 950 | 75 780 |
| 30 | 74 196 | 16 740 | 90 936 |
| 35 | 86 562 | 19 530 | 106 092 |
| 40 | 98 928 | 22 320 | 121 248 |
| 45 | 111 294 | 25 110 | 136 404 |
| **50** | **123 660** | **27 900** | **151 160** |
| 55 | 136 026 | 30 690 | 166 716 |
| 60 | 148 392 | 33 480 | 181 872 |
| 65 | 160 758 | 36 270 | 197 028 |
| 70 | 173 124 | 39 060 | 212 184 |
| 75 | 185 490 | 41 850 | 227 330 |
| 80 | 197 856 | 44 640 | 242 496 |
| 85 | 210 222 | 47 430 | 257 652 |
| 90 | 222 588 | 50 220 | 272 808 |
| 95 | 234 954 | 53 010 | 287 964 |
| 100 | 247 320 | 55 800 | 287 964 |
|  | **247 938** | **55 800** | **303 738** |

**APPENDIX 9.1**

**CONTROL AND MANAGEMENT**

ORGANIZATIONAL STRUCTURE

|  |
| --- |
| **DIRECTORS / BOARD** |

|  |
| --- |
| **STATION MANAGER** |

|  |
| --- |
| **Administrator** |

|  |
| --- |
| **Programmes/manager** |

|  |
| --- |
| **Technical producers** |

|  |
| --- |
| **Presenters/**  **News Editor/Journalist** |

* All Presenters will report to the Programmes Manager
* Presenters will be alloacated operations assistants (Content Producers)
* News readers, reporters and news producers will report to the News Editor
* Administrative, Technical, Financial and Programmes Managers reports to Station Manager
* Station Manager reports to the Board

**SENIOR MANAGEMENT AND HUMAN CAPACITY**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| NAMES | POSITION | ID | ADDRESS | LOCAL RESIDENT |
| Moabi Moabi | Programmes manager |  | Dip. Human Resource | Yes |
| Refilwe Meje | Station manager | 8310140566089 | BTh Hons | Yes |
| Bongane Mkwanazi | Technical Manager |  | Dip. Sound and Recording | Yes |
| Mduduzi Mazibuko | Technical Producer |  | Sound | Yes |
| Mantoa Temeki | Administration | 890817 |  |  |
|  | Graphic Designer |  |  |  |
| Presenters | Presenter |  |  |  |
| Pulane Motsoane | Presenter |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

**BOARD OF DIRECTORS**

|  |  |  |  |
| --- | --- | --- | --- |
| **NAMES** | **ID** | **ADDRESS** | **CAPACITY** |
| Shiiwe Malukazi | 7607210740083 | 2 Versfeld str  Wilgenhof | Treasurer |
| Kenny Moholobela | 841206333089 | 24 Beyer str  Kroonheuwel | Member |
| Nyiko Mathebula | 6505245273083 | 24 Beyer Kroonheuwel | Secretary |
| Theo Sera | 7406015815089 | 8288 Constantia | Chairperson |
| Nala Ishmael | 7812255457088 | 7677 Constantia | Member |
|  |  |  |  |
|  |  |  |  |

The organization plans to add two female additional members to the Board.

**Marketing**

One of the main purposes of hiring a webmaster is to drive traffic to the website and make sure it ranks highly in search engines.  The webmaster will make sure that we have the right resources to promote Moqhaka FM Radio as best as possible.  Trackers will be setup within the code of a website, which indicate which pages on the site get viewed the most and where the site visitors come from before visiting Moqhaka FM Radio site. They can determine which pages perform the best in terms of [search engine optimization](https://www.udemy.com/search-engine-optimization/?tc=blog.webmasterjobdescription&couponCode=half-off-for-blog&utm_source=blog&utm_medium=udemyads&utm_content=post120452&utm_campaign=content-marketing-blog&xref=blog)and are able to prioritize external links and ad space.  Furthermore, they are able to track the number of visits Moqhaka FM web site gets and the percentage of visits that generate sales Further the Directors of Moqhaka FM will develop a standard planning framework which will address and, include the following elements as part of developing a marketing strategy:

Analysis : where is Moqhaka FM Radio now

Objectives : where do we want to be?

Strategies : which way is best

Tactics : how do we ensure arrival

Control : are we on the right track

Moqhaka FM will upon being Licensed conduct a Strategic Planning Workshop to develop a document that will guide Moqhaka FM for marketing.

**Strengths, Weaknesses, Opportunities and Threats (SWOT ANALYSIS)**

**Strength**

* We are able to respond very quickly to local events and happenings, and cover the news immediately on News bulletins
* We are able to give really good customer care who will market and advertise their products, as the current small amount of work means we have plenty of time to devote to clients
* We can change direction quickly if we find that our marketing is not working
* we can offer good value to clients
* we are speaking the local languages, i.e Sesotho
* we are playing local and SA music

**Weaknesses**

* Our RADIO has little market presence or reputation,
* We have a small staff, with a shallow skills base in many areas.
* We have no working capital, equipment and other resource

**Opportunities**

* Our business sector is expanding, with many future opportunities for success
* Local government wants to encourage and support community Media.
* We are the only Sesotho based local community radio

**Threats**

* Developments in technology may change the market which can be a challenge.
* A small change in the focus of a large competitor be a challenge to our Business
* Lack of resources and limited funding

**We respond to our competitors by:-**

* Growing our business without understanding our competitors is risky
* Understanding what our customers want and reacting to their needs quicker than our competitors, and these can give us a crucial advantage in a tough market
* To be competitive, we must ensure the main focus of our business is on our clients.
* We must also understand our competitors' strengths and weaknesses and how they will react to customer needs and changes, in the industry, so we can stay one step ahead
* At the same time, make sure our business complies with relevant regulatory laws.
* Market research can prepare us for changing markets and prevent our business being left behind by the competition

**Location and Premises**

A proposal of a building request has been sent to Moqhaka Municipality requesting premises in Hill street, it is one of the busy roads in Kroonstad, therefore most of the people who might have an interest of doing a business with us or visit the studios will pass through that road and have easy access.

**Conclusion**

It has been identified that there is no community radio which offers the same service in Kroonstad and it is evident that this project will grow and, as much as it grows Moqhaka residents will be empowered, informed and entertained by the scheduled programmes. We also anticipate a growth in the economy as business market and advertise their products, resulting in increased profit margins will grow, this will make the economy of the entire Kroonstad to grow.

Statistics shows that unemployment rate in South Africa is 36.4% to date therefore by getting the Wholesale licence; we employ over 25 people thus contributing to a fight against unemployment by reducing it in the area. As much as this is concern, South African people need us, South African economy needs us it is therefore very crucial or important to obtain such licence.`

**9.2**

**APPENDIX 9.2**

|  |  |
| --- | --- |
| **Details of all ownership interests in the registrant** | There is no ownership interest in the Registrant |

**APPENDIX 9.2.1**

|  |  |
| --- | --- |
| **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** | All members of the Board, Senior Management , staff and presenters are residents of South Africa |

**9.3**

|  |  |
| --- | --- |
| **Anyone in the position of control of the registrant who is in the position of control in another licensee issued in terms of the Act** | None of the Members is in a position of control in another Licensee issued in terms of the Act |

**APPENDIX 9.4**

The organization is registered in terms of Non Profit Act, and does not have ownership, it belongs to the community

|  |
| --- |
| 1. **RADIO FREQUENCY SPECTRUM** |
| * 1. It is our intention to submit an application for a radio frequency spectrum license for the provision of the services to which this registration relates. The available Spectrum provided by the Authority is **: 105.3 MHz** |
| **Spectrum 105.3MHz** |

|  |  |
| --- | --- |
| **11.GENERAL** | |
| **11.1 membership of the Advertising Standards Authority** | We are currently not members but intends to apply for membership |
| **11.2 Indicate whether the registrant is a member of a body contemplated in section 54(3) of the Act or intends to become a member** | We are currently not members but intends to apply for membership |
| **11.3 Subscription community broadcasting service,** | No subscription or membership fee will be paid |
| **11.4 Indicate whether the registrant is a party, movement, organisation, body or alliance which is of a party-** | The registrant is not a movement, body or alliance to any political party |
| **11.5 Indicate whether the registrant has ever been convicted of an offence in terms of the Act or the related legislation,** | the registrant has never been convicted of an offence in terms of the Act or the related legislation, |
| **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 must be marked clearly as Appendix 11.9 of FORM B** | **APPENDIX 11.9** |
|  |  |