

**CLASS COMMUNITY SOUND BROADCASTING SERVICE PRE-INVITATION REGISTER**

**Annexure 4.1/ 5.1/5.2/5.4/8.3**

**HANKEY RADIO BROADCASTING LANDSCAPE**

1. Sphesihle FM is applying for a geographically founded Class Community Sound Broadcasting Service License in the Hankey Town in Kouga Local Municipality within Sarah Baartman District Municipality.

The Coverage area is therefore Kouga Local Municipality.

Sarah Baartman District has the following Local Municipalities:

Kouga Local Municipality

Within the Sarah Baartman District Municipality there are following Towns:

Cape St Francis

Humansdorp

Jeffreys Bay

Loerie

Thornhill

Oyster Bay

Palensie

2. The following is the Community Radio Services are operational in Sarah Baartman District Municipal Area under the following Municipalities:

**Kouga Local Muncipality**

**2.1. Kouga FM**

Coverage Area –Kouga Local Municipality

Languages-Afrikaans

Programme Format- Community Sound Service

The Station content is dominated by material from Jeffrey’s Bay, Humansdorp and national news and current affairs.

The Afrikaans programming excludes most of the Isixhosa speaking residents of Kouga Municipality.

The Station does not contain content from Hankey Town.

Kouga FM does not reach most Hankey.

Majority of Hankey residents are Isixhosa speaking.

.**2.2. Kingfisher FM**

Coverage Area-Nelson Mandela Metropolitan, Parts of Sarah Baartman Municipality

Languages-English and Isixhosa

Programming Format- Christian Community Sound Broadcasting Service.

The Station is dominated by content from Nelson Mandela Metropolitan area.

The Station does not contain content from Hankey

Kingfisher FM is received in Hankey but does not serve the programming needs of Hankey residents as it is a community of interest Station.

3. The Following are the SABC Radio Broadcasting Services available in Sarah Baartman Municipality :

**3.1. Five FM**

Coverage Area-Gauteng, Western Cape, KZN, Parts of Free State, Eastern Cape, Northern Cape, Limpopo, Mpumalanga, North West

Languages-English

Programming Format-Commercial Public Sound Broadcasting Service

The Station is music station with no content from Hankey.

The Station does not serve the programming needs of residents of Hankey in terms of community news and community current affairs.

**3.2. Lotus FM**

Coverage Area- KZN, Parts of Western Cape and Eastern Cape

Languages-English

Programming Format-Full Spectrum Public Broadcasting Service.

The Station is aimed at the Indian Community within its coverage area.

**3.3. Mhlobo Wonene FM**

**Coverage Area-Gauteng, Western Cape, Eastern Cape, Parts of Northwest, Free State and Kwazulu-Natal**

Languages-Isixhosa

Programming Format-Full Spectrum Public Broadcasting Service

Even though Mhlobo Wonene FM is available in Hankey, it hardly features news, current affairs and talk content from Hankey. Hankey is an agricultural rural Town, without a community sound broadcasting service for the area makes it difficult for information dissemination, service delivery, social cohesion and socio economic development.

Majority of Hankey Residents are Isixhosa speaking residents. However, Mhobo Wonene FM does not serve their interests and needs.

**3.3. RSG FM**

Coverage Area-National

Languages-Afrikaans

Programming Format**-**Full Spectrum Public Broadcasting Service

The Station does not have any content from Hankey.

Majority of residents in Hankey are Isixhosa speaking residents, with some Afrikaans speaking residents, whose interests and needs RSG does not serve.

**3.4. SAFM**

Coverage Area-National

Languages-English

Programming Format- Full Spectrum Public Broadcasting Service

The Station does not have content from Hankey.

SAFM does not serve the programming needs and interests of Hankey Communities.

**3.5. METRO FM**

**Coverage-Gauteng, Kwazulu-Natal, Western Cape Mpumalanga and Parts of North-West**

Languages-Xitsonga

Programming Format-Commercial Public Broadcasting Service

The Station does not have content from Mutale Region.

Majority of residents in Mutale region are Tshivenda speaking residents.

**3.6. Radio 2000**

Coverage Area-National

Languages – English

Programming Format-Music Station.

The Station does not have content from Hankey Town

The Station is available in Hankey but does not address the programming needs of Hankey residents in terms of community news and community current affairs.

**Conclusion**

Sphesihle FM has identified a gap in the market in that Hamkey Town does not have a Community Sound Broadcasting Service and the broadcasting services available in the area do not have content from Hankey.

The Station shall offer a geographic founded community radio service that focus on news and current affairs from Hankey.

The Station shall contribute to community development of Hankey though community broadcasting. With high unemployment and poverty in Hankey, the Station will make a contribution to skills development in areas such as broadcasting, journalism, marketing, sound engineering, business management, human resources, administration and advertising.

Sphesihle FM will be distinct and different from other broadcasting services in that it will have volunteers on the ground focus on news gathering and soliciting content ideas from community members. The Station shall also have Programming Committees in the different areas of Hankey to ensure community participation in content development and production.