

PROJECT REPORTING



Table of contents

Content	Page
Introduction	2
Purpose of the Project	2
Key information about Methodology section	3 – 4
Governance	5 – 9
Management	9 – 10
Finance	11- 14
Resources need for the project	14- 15
Challenges in foundation stages of the project	16
Final word	16

Introduction

ULTRA FM is the new, vibrant, saucy and innovative radio station from Kokstad KwaZulu Natal. The primary aim of the project is to voice out the views of the community and to tackle daily struggles the community face on daily basis.

Serving the community, building good relationship with our partners and sponsors remains our priority. Through thick and thin, we promise our family nothing but world class treatment.

Promotion wise, our partners can now seat back and let our trained and professional marketing team to take their businesses to new heights.

Project purpose

We aim to inform, entertain and educate. Our content is designed to cater for everyone needs. Our content includes news, traffic, trending topics, sports and education.

ULTRA FM will broadcast educational show between 18:00 – 20:00 Monday to Thursday. We do this to assist our schools in subjects like Mathematics, Accounting, Life Sciences and Physical Science.

This is the platform to bridge the gap between the rich and poor, in terms of social and economic aspect. We also intend to create platform to uplift new and upcoming artists to showcase their talent.

Key data in methodology section

It is profitable to open a radio station in Kokstad, not only because there is no radio, but also because Kokstad is one of the biggest and most economically busy town in Kwa-Zulu Natal.

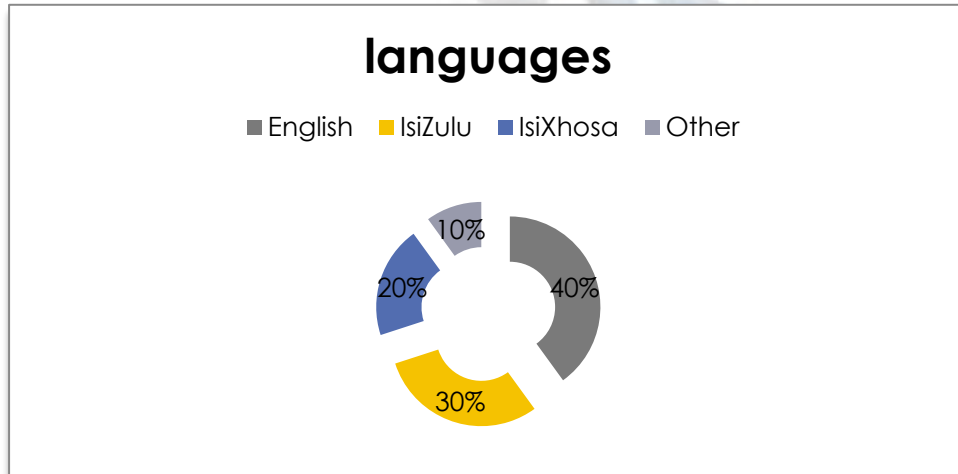
Kokstad has apartments offering accommodation, shopping Centre, restaurants, and night clubs, just to mention few. Many tourists come to visit Kokstad for holidays, and spend their vacation, with that said; such innovative town can't afford not to have a radio station.

This is the home of rainbow nation; the evidence is the diverse community that lives here

Group	Black African	Coloured	Indian/Asian	white
Number	68 350	5 637	377	2 388
Category	males		females	
Number	36 878		39 875	
Total population	76 752			

In terms of languages, Kokstad is a multilingual town. This is the reason why ULTRA FM will broadcast using three languages, namely

IsiZulu, isiXhosa and English. We aim to reach the biggest audience possible.



ULTRA FM is here to stay and to cater for community needs. It will be for the interest of the community and nearby areas. We will work hard to give mouthwatering content suitable for you.

We are more than excited to finally make a mark into the market. Let's now fight social and economic injustice together. Create jobs and move one step at a time in changing Kokstad for the best.

Governance

Board or Management Committee is the highest authority in the organization. It has to provide leadership and overall strategy for the organization as well as assuring everyone that the station's finances are sound, its operations are legal, and its procedures work.

Board consist of

- | | |
|------------------|---------------------------|
| ○ President | Phakamani Mavundla |
| ○ Vice President | Bongekile Ncane |
| ○ Treasure | Nobuhle Ndlovu |
| ○ Secretary | Philasande Cele |

President and Vice President

- ❖ Ensuring regular Board meetings are well designed and organized
- ❖ Ensuring that the constitution and rules are adhered to
- ❖ Maintaining a neutral position during discussion and decision making including noting decisions or motions and asking the meeting to vote on these or facilitating the achievement of consensus.
- ❖ When the constitution makes provision, delivering a casting vote in the event of an equal vote
- ❖ Preparing an agenda in consultation with the station manager and secretary

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❖ Dealing with agenda items in order of importance, keeping discussion and decision making relevant and setting time limits when necessary

Treasure

The Treasurer is responsible for maintaining and managing the finances of the station and provides regular financial reports to the Board or Management Committee – usually monthly.

Treasure should make sure the station keeps

- ❖ Invoices / receipts for purchases (all payments) with cheque number reference
- ❖ Fully completed cheque butts showing who money was paid to and for what purpose
- ❖ Copies of receipts issued for any money received (this should be banked as soon as possible)
- ❖ Copies of sponsorship agreements to support sponsorship payments received
- ❖ An asset register listing all assets purchased or donated, eg. studio equipment
- ❖ Bank statements

Secretary

Secretary is responsible for

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- ❖ Making sure all correspondence and official records of the organization are up to date, accurate and in order (other than financial)
- ❖ Assisting the chair and executive officer to organize Board meetings
- ❖ Ensuring the minutes of the meeting are taken, either by themselves or delegated to a minute taker
- ❖ Ensuring that information for the Board and from the Board is dealt with in an efficient manner
- ❖ Ensuring that meeting papers (agenda, correspondence and previous minutes) have been distributed
- ❖ Working with the chair/president to ensure that meetings run smoothly
- ❖ Knowing the rules of the organization and taking responsibilities for all the legal requirements associated with incorporation.

The Board also ensures the community of interest is being served effectively. At the end of the day, the Board represents the membership of the organization and the community being served.

Role of board members is to

- keep the station legally compliant
- Oversee the long- term development of the station
- Represent the station to the rest of the community

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- Raise and manage funds
- Ensure that the station's interests are the first priority in decision making
- Hire staff and oversee performance evaluation of the station manager (or most senior staff member).

Duty of board members

- Commit to the role of Board member and be prepared to learn about governance
- Regularly attend Board meetings
- keep up-to-date by reading the minutes, reports and any other necessary meeting papers
- be active in all board or committee decision making
- Understand how the radio station works administratively
- Be familiar with the constitution and the radio station's responsibilities in regards to legislation and finances
- Be active in planning for the future direction of the radio station
- Be faithful and supportive of the radio station in the eyes of the public
- Take responsibility for particular areas of work
- Regularly attend the station's functions and represent your radio station at outside functions

Individual Board members have no power as individuals outside of board meetings.

This means that you can't tell someone at the station what to do unless you have been specifically given the authority by the board to take control of some aspect of the station's operation.

Board members should always see their role as being representative; their decisions should be made with everyone in mind. There is really nothing prestigious about being on the Board of a radio station - in fact it is a serious responsibility.

In reality, Board members are more likely to be the hardest working people in the station rather than symbolic figureheads.

Management

To make this project work, we need highly experienced and trained management to lead. Management runs the radio station on daily basis. Provide guidance to work force and also makes sure that the station is living up to its goals.

ULTRA FM is a big family that lives by the goal of putting the community needs first. Management is made up of

- Station manager

Promise Zungu

This is the head of the station, which runs the station on daily basis, always there to motivate and guide workers. Station Manager also represents the station in several occasions like meetings.

- Sales & Marketing

Thembelani Magubane

Everything regarding sales and marketing is dealt with in this department. The issue of finding advertisers to place ads sponsors etc., is the primary objective of this department.

This is the player who wins the station a game, if the station is active in the marketing department, they create revenue.

- Programs Manager.

Zbuyile Shabane

Music compiler makes music available for the presenters, must be up to date with new released and trending music.

This department makes up the music scene for a radio station. We don't want to hear one song on every show, or hear music not relevant to the show.

Programming management is all about managing the programs, make it a point the show is within the station guidelines in terms of policy and content.

Program manager is also responsible for editing and approving the hot-clock of the show.

Finance

Treasure and the rest of management are responsible for keeping a station in the good financial wellbeing. It's the station management responsibility to manage the station to greater heights financially.

It is illegal for a station to continue trading even if the station has gone insolvent.

It is the responsibility of all Board members to ensure that the proper processes are in place to minimize the risk of things going wrong. It is important that everyone in the station knows that a responsible group of people is watching the cash flow on everyone's behalf.

As a Board member, you are involved in approving annual budgets and in monitoring expenditure against budgets during the year. Effective monitoring requires Boards to ensure that appropriate policies and processes are in place with regard to financial planning, management and control.

It also means that financial reports should be available monthly for examination. There is no room for verbal reports when it comes to financial management.

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The station should have a financial management template which tracks expenditure against the projected budget figures. In addition an annual audit ensures that an independent person has looked at your accounts and has ensured that procedures are being followed.

- Financial year

ULTRA FM will have a financial year ending at December 31 of every year. This is when the board and management will sit and discuss the financial wellbeing of the station of previous year.

We will sit and pave the way of the next following year. Secretary will provide financial statements of the station so to see what went down financially during that year.

This will be a very important time, when we see whether we did a profit of a loss in that previous financial year.

- Auditing

Even though we trust leadership of our team and treasure, but we also want someone from outside the entity to check our financial statements.

Auditing is the essential step in the entity, not to look for errors but to give clarification on other issues in financial statements of an entity.

ULTRA FM will also have external auditor who will audit the financial statements after every financial year. This will happen to assist our financial wellbeing.

Before we enter New Year financially, we need to polish and make it clean financially as far as previous financial year is concerned.

External auditor will audit statement of financial position and other books compare them with receipt of payments and money into the entity. After this, the station will get full report.

- Proposed budget

We understand the importance of a slim budget. Needs are unlimited, but the means to satisfy those needs (Resources) are limited.

Capital is one of those limited resources that are very important but limited.

Type of resource	Approximate expenditure
Vehicles	R 300 000
Studio equipment	R 100 000
Signal transmission	R 500 000

Furniture	R 30 000
Branding (t-shirts, vehicle branding etc.)	R 5 000
Monthly expenses (water, electricity, wages, Wi-Fi, etc.)	R 36 000
Total	R 971 000

Resources needed for the project

For every entity to succeed there should be resources that are combined in a specific way to produce the product. Also in this case, we need certain resources to make this happen. To make it through the day, ULTRA FM needs combination of different resources.

We need assets of every nature to make it through; it can be current or noncurrent assets. Assets are valuable resources of an entity, described by their life span in the business.

❖ Manpower

We need workers to run daily activities and main business. This is the main aim, reducing unemployment, developing talent and training the next generation.

- Presenters
- Newsreaders
- Technical and content producers

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- Receptionist
- Sport and traffic presenters
- Cleaners
- Security

❖ Tools

Tools are more vital in such a way that we can't do a thing without them. We can't provide a service without combining talent with tools. By tools we mean

- Studio equipment
- Transmission equipment
- Vehicles
- Finance (funding)
- Furniture
- Stationary

These are essential tools we need to take the dream to next level. ULTRA FM is what people have been waiting for. It is the true definition of the next level. It is the new generation of radio in Kokstad.

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Challenges in foundation stages of the project

Walking this road has never been easy; it is the most challenging thing they (ULTRA FM team) have been through. From the start, compiling the different pieces together was a real test.

- Research

This was the state where some of us lost it. People didn't want to cooperate at all. In the end we got what we wanted.

- Capital

This up until now is still the main challenge. The dream and the team are in place, but we can't move without financial power.

- Resources

Shortage of material almost got the best of us.

Final word

Through so many challenges, we have made it this far through dedication and team work. None of this would have happened without passion and love of radio

We do this for our community. ULTRA FM is here to stay, create good memories and to change the way people see radio. It is by joy to say we are here to press that hustle button on every one who is willing to take us through their journey of life.