



NATIONAL BROADCASTING BOARD

APPLICATION FORM

for a

PUBLIC/PRIVATE BROADCASTING LICENCE

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APPLICATION FOR A PRIVATE/PUBLIC BROADCASTING LICENCE

Frequency:

Area :

1.0 PARTICULARS OF APPLICANT (Person or body applying for licence)

1.1. Full name of applicant:

Street address:.....

Postal address:.....

Telephone number:.....

Fax number:.....

e-mail:.....

Name of contact person if different from name of applicant:.....

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1.2. Proposed name of broadcasting service:.....

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1.3. Legal form of applicant (attach founding documents):.....

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1.4. If registered:.....

Office and place of registration:.....

Registration No.:.....

Date of registration:.....



1.5. Attach a complete ownership profile, listing consortium partners and their equity holdings valued in Pula. Distinguish between owners who take an active role in the company and those with an equity interest only.

1.6. Attach a shareholder agreement stating the control of and/or veto rights in the company.

1.7. Attach details of any interests in newspapers or other media, including broadcasting, of the owners listed in the ownership profile.

1.8. Attach curriculum vitae of the owners/shareholders and management personnel setting out their relevant experience in regard to broadcasting, business, management, technical, journalism and other appropriate fields.

2.0 THE MARKET

2.1. Provide a population profile of the licence area.

2.2. Describe the target group for the proposed broadcasting service.

2.3. Attach a market study.

2.4. Describe other broadcasting services operating in the licence area and how they differ from the proposed service:



3.0 PROGRAMMING

3.1. Proposed hours of broadcasting.....

3.2. Describe the uniqueness of the proposed programming format and explain how it will add to the diversity of broadcasting in the licence area. (you can use a separate sheet)

3.3. Will the proposed broadcasting service provide for regular news services and programmes on matters of public interest? If so, how often during the day? (you can use a separate sheet)

3.4. What kind of music will be broadcast and what approximate percentage is envisaged for Botswana music?
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3.5. Attach a draft programme schedule.

4.0 FINANCES AND MANAGEMENT (you can use a separate sheet to answer these questions)

4.1. Provide an organogram of the service’s management and administration.

4.2. Provide a business plan and relevant cash flow projections showing a realistic calculation of the expected levels of costs and revenue over a period of five years, in particular with regard to

- costs for capital investment (equipment, building, offices, vehicles and the like)



- current costs (staff, royalties, rent, energy, communications and the like)
- financial investment from owners
- revenue (advertisements, sponsorships).

4.3. Attach a financial guarantee equivalent to the required peak funding for the service underwritten by a recognised financial institution registered in Botswana.

4.4. Are there any commitments from advertisers or sponsors? If so, attach documentation.

4.5. How many jobs - full-time, part-time, freelance - will be created by the broadcasting service?

4.6. Do applicants have any previous convictions, are there any pending charges against them, or have they ever been declared insolvent?

5.0 THE LICENCE AREA

Use a map to describe the geographical boundaries of the area of coverage.

6.0 TECHNICAL MATTERS (give particulars where known)

6.1. Make and model of each proposed transmitter:

6.2. Proposed effective radiated power (ERP):

6.3. Proposed power output:

6.4. Proposed antenna polarisation:

6.5. Antenna gain

6.6. Proposed horizontal broadcasting pattern:



6.7 Type of antenna

6.8. Physical address (if any) of location of proposed transmitter:

6.9. Geographical co-ordinates or map reference of transmitter's position:

6.10. Site height above sea level:

6.11. Effective antenna height above site:

6.12. Kind of studio equipment to be used by the broadcasting service:

6.13. Licensee shall ensure that the broadcasting equipment complies with the relevant ITU recommendations for Region 1

6.14. Name, address, qualifications of person/s who will be in charge of technical matters.

7.0 **START OF SERVICE**

If a licence is granted, when will the service begin operations?

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