



APPLICATION FORM FOR A UNIVERSITY CAMPUS BROADCASTING RADIO BROADCASTING LICENCE

REFERENCE NO: MACRA/BROAD/CRBL/2023/10/02

APPLICATION GUIDELINES

- 1.1 The application must be made in writing.
- 1.2 The application must answer all questions set out in this application form fully. If any question is considered not applicable, please mark N/A with further explanation if necessary.
- 1.3 The applicant must provide the original bound copy plus five (5) bound copies of the completed application form and any attachments and appendixes.
- 1.4 Each application must have a cover page with the name of the applicant, the proposed name and type (i.e., University Campus) of the broadcasting service and the year of application on it.
- 1.5 Pages including the appendixes must be numbered sequentially starting with the page immediately following the contents pages as page 1 and ending with the very last page of the application.
- 1.6 The Authority reserves the right to request additional copies or any other supplementary material.
- 1.7 Applications must be submitted to the **Director General**.

1.8 The closing date for the submission of applications shall be no later than **10:00 hours**, on or before **31ST October 2023**.

1.9 Applications failing to comply with the set-out requirements shall be **DISQUALIFIED**.

2.0 Copies of this form are available from the Authority’s offices.

NOTICE

(1) Applicants are reminded that all information and documentation contained in any application for a broadcasting licence will be made available to the public for scrutiny and comment, except where the Authority determines otherwise and communicates such ruling in writing to the applicant.
Applicant’s attention in this regard is drawn to section 48 of the Communications Act.

SECTION A: GENERAL

1.1 PROPOSED STATION NAME (Please provide the proposed name of the station)	
1.2 TYPE OF SOUND BROADCASTING LICENCE (please provide the type of the sound broadcasting licence you are applying for)	
1.3 TYPE OF TELEVISION BROADCASTING LICENCE (Please provide the type of television broadcasting licence you are applying for)	
1.3 PHYSICAL LOCATION OF STATION (Please provide the physical location of your proposed station)	

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COMPANY DETAILS	
NAME (Please provide the registered name of the company)	
TELEPHONE:	
FAX:	
Email address	
DATE OF INCORPORATION:	

CONTACT PERSONS

1. Please provide details of the applicant's official who will be dealing with the authority in respect of this application.

NAME	
TELEPHONE NUMBER(S)	
(W)	
(H)	
CELL	

FAX	
E-MAIL ADDRESS	

SECTION B: LEGAL STATUS

APPLICANT'S LEGAL STATUS

1. Please provide certified copies of all relevant founding documentation (constitution, memorandum, articles of association, etc) must be provided.

OWNERSHIP OF APPLICANT (SHAREHOLDERS AND PARTNERS)

1. Please provide details of each member of the applicant's shareholders/partners. The following information must be provided: Full name, contact details, telephone numbers, physical address, email address, village, Traditional Authority, district, date of birth, citizenship, passport number, and physical address.

2. Give particulars of any interest in another broadcasting service, or proposed interest in another broadcasting service, held by the applicant, any controlling entity or any other material degree of control in the operation of the service.

BROADCASTING EXPERIENCE

1. Briefly describe the personal background and relevant previous experience of the proposed employees/management and state, which post the individual would occupy in your proposed station.

2. Indicate whether any of the individuals are office bearers of a political party or any organization that is in alliance with a political party.

3. List and attach copies of any management agreements, consultancy agreements, network agreements, franchise agreements or any other agreements relating to the proposed service and its management.

PROPOSED MANAGEMENT

STAFFING

1. Provide a staffing organization chart showing all proposed station management and staff posts and clearly indicate the planned reporting structure.
2. Provide a comprehensive policy on management, staffing, training, and development.

APPLICANT'S PROFILE

1. Describe how, and when, the applicant was formed, how it has developed since then and any experience the company or its shareholders have had in media operations.

EXTERNAL ASSISTANCE

1. Provide particulars of any individual corporate entity, other than directors or executives of the applicant's company, who are assisting the applicants (e.g. legal or financial advisers, research consultants, etc)

OTHER INTERESTS

1. Please provide any interests that the company has had in the following interests (shareholder, ownership, and control)
 - Advertising agencies
 - Newspapers (including holdings in a group having substantial control over one or more newspapers)
 - Other broadcasting interests (including radio, television, satellite and cable broadcasting and allied activities)
 - Political party, movement, organisation, body, or alliance whose objectives are wholly or mainly of a political nature.
 - Other publicly funded bodies;

SECTION C: TYPE OF LICENCE

1. Mark with X in the appropriate box

SOUND BROADCASTING LICENCES

Campus Radio	
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SECTION D: DEMAND, NEED AND SUPPORT FOR THE PROPOSED SERVICE

APPEAL OF PROGRAMMED SERVICE

1. Describe how the proposed programme service will cater for the demand and interests of its intended audience.

Describe how the broadcasting service will be different from any existing broadcasting services available in the proposed coverage area.

MARKET RESEARCH

1. Describe the demand for the proposed broadcasting service. Summarise the main findings of any market research undertaken, analysis of existing audience research information, or other forms of evidence as proof that the proposed service will cater for the tastes and interests of people in the area.

LOCAL SUPPORT FOR THE PROPOSED BROADCASTING SERVICE

1. Applicant should provide fifty (50) signatures from a place where they propose to establish the broadcasting station using the following format:

- The name and address of each signatory; and
- The personal characteristics of each signatory which may include gender, age, religion, language, and any other relevant characteristics.

COMPLAINTS AND CODES OF OPERATION

1. Describe the way you proposed to handle and consider comments and complaints about the proposed service.

SECTION E: PROGRAMMING

RESPONSES TO THIS SECTION OF THE APPLICATION WILL FORM THE BASIS OF THE APPLICANT'S "PROMISE OF PERFORMANCE", TO BE INCORPORATED IN THE LICENCE ISSUED FOR THE LICENCE PERIOD.

THE SUCCESSFUL APPLICANT WILL BE PERMITTED TO VARY THE DETAIL AND TIMINGS OF THE PROGRAMME, PROVIDED THAT THE GENERAL APPROACH AND BALANCE OF THE SERVICE PROPOSED IN THIS APPLICATION IS MAINTAINED WITHIN THE "PROMISE OF PERFORMANCE" AGREED.

PROPOSED BROADCASTING SERVICE

1. Describe how the proposed broadcasting service will encourage members of the society served by it or persons associated with or promoting the interests of such society to participate in the selection and provision of programmes to be broadcast during such broadcasting service.
2. Outline, briefly and in general terms, the approach and objectives of the proposed programme service and the broad format and content to be provided, and indicate when your peak time will be, the extent to which output would be locally originated or part of a wider, externally sourced service. Break it out!

PROGRAMME FORMAT

1. Provide the programme format for your proposed broadcasting station i.e. religious, youth, musical, educational, talk radio etc.

EDITORIAL POLICY

1. Provide an editorial policy for your proposed broadcasting station mentioning in detail how your station shall conduct itself in terms of news coverage, reporting truthful issues, news balancing, obscenity, and issues concerning national security.

PROMOTION OF LOCAL CONTENT

1. Please explain how your proposed broadcasting station shall promote local content i.e. Malawian news items, songs, and drama.

SECTION F: FINANCIAL CAPACITY

FINANCIAL MATTERS

Applicants are required to attach proof of the following:

Business Plan

Other Funding sources

Sources of Grants, Donations, Sponsorships, Advertising and Membership fees

Projected cash flow statement

(First three years of operation)

Income and Expenditure Statement

SECTION G: TECHNICAL CAPACITY

1. The following questions must be answered, and the following information must be provided:

(a) Technical Personnel

Please provide resumes of the people who are/shall be responsible for the technical issues at your proposed station.

(b) Transmission Sites

- ❖ Does the applicant propose to locate the transmitter and the mast/antenna at the same site as used by an existing broadcasting or telecommunications licensee? If not, provide full details of the linking arrangements between the studio and the transmitter site.

(c) Existing Sites

- ❖ Provide an outline description of the existing transmission site. Has the applicant entered negotiations with the owner/operator of the site regarding arrangements for sharing the site should this application be successful? If so, provide details. If not, state what arrangements are anticipated. When is it expected that these negotiations will be concluded?

(d) Roll Out Plans

Provide a detailed plan of your broadcasting station's intentions to start providing broadcasting services in your proposed area. Please indicate the targets and time frame.

SECTION H: CONCLUSION

OTHER MATTERS

1. State briefly why the Authority should grant you the licence and give details of any other matters of which you consider the Authority should be aware.

DECLARATION

1. Applicants must conclude their submission with the following certificates: -
I acknowledge that the Malawi Communications Regulatory Authority reserves the right to have any licence issued set aside should it be found that at any time any material statement is found to be false and to have been made by the applicant or any officer thereof knowing it to be false.

Signed
(APPLICANT)

I certify that on the day, in my presence at the Deponent signed this declaration and declared that he/she:

Knows and understands the contents hereof.
Had no objection to taking the prescribed oath.
Considers the oath to be binding on his/her conscience.

COMMISSIONER OF OATHS

DETAILED EVALUATION CRITERIA FOR SOUND / TELEVISION LICENCES

Criteria	Max. Score
Section 1: General Information (5 Marks)	5
Sub Total	5
Section 2: Legal Status (20 Marks)	
2.1 Applicant's Legal Form	3
2.2 Management and Staffing	3
2.3 Applicant's profile	3
2.4 External Assistance	3
2.5 Other Interests	3
Sub Total	15
Section 3: Demand, Need and Support for the Proposed Service (15 Marks)	
4.1 Appeal of Programmed Services	4
4.2 Demand and local support for the proposed broadcasting service	5
4.3 Complaints and codes of operation	2
4.4 Business Plan	4
Sub-Total	15

<p>Section 5: Programming (20 Marks)</p> <p>5.1 Educational Programmes</p> <p>5.2 News and Editorial Policy</p> <p>5.3 Programme Format</p> <p>5.4 Promotion of local talent</p> <p style="text-align: right;">Sub-Total</p>	<p>5</p> <p>5</p> <p>5</p> <p>5</p> <p>20</p>
<p>Section 6: Finance (20 Marks)</p> <p>6.1 Financial matters</p> <p style="text-align: right;">Sub-Total</p>	<p>20</p> <p>20</p>
<p>Section 7: Technical (20 Marks)</p> <p>7.2.1 Technical Capacity</p> <p>7.2.2 Transmission Equipment</p> <p>7.2.3 Maintenance of equipment</p> <p>7.2.4 Coverage Target Area</p> <p>7.2.5 Roll-Out Plans</p> <p style="text-align: right;">Sub-Total</p>	<p>5</p> <p>2</p> <p>3</p> <p>5</p> <p>5</p> <p>20</p>

Section 8: Conclusion (5 Marks)	
8.1 Other matters	3
8.2 Declaration	2
Sub-Total	5
GRAND TOTAL	100

NOTE:

THE MINIMUM SCORE FOR APPLICATIONS TO BE CONSIDERED FOR LICENCE AWARD RECOMMENDATION SHALL BE 70%
