PUBLIC CONSULTATION ON GUIDELINES FOR BROADCASTING LICENSING FRAMEWORK

MARCH 2025

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# **PART ONE: INVITATION FOR COMMENTS**

1. The Public Utilities Regulatory Authority (PURA) is developing a Regulatory Framework for licensing the broadcasting sector in The Gambia.
2. Regulated Broadcasting in The Gambia covers the operation regular broadcasting through the transmission of programmes, whether or not encrypted, by radio waves or other means of communication, including terrestrial antennae, information and communications networks or satellite in coded or not coded form, aimed for reception by the public, with the aid of any equipment or apparatus.
3. This Guideline shall be called **Guidelines for Broadcasting Licensing Framework.**
4. Further to its mandate under Section 9(1)(c) of The IC Act, 2009, the Authority invites Licensed Broadcasting Service Providers, sector Ministries, Consumers of regulated broadcasting sector and the General Public to submit views and comments on the **Guidelines for Broadcasting Licensing Framework**.
5. The public consultation runs from **7th March 2025 until 21st March 2025.**
6. The draft framework is accessible on the Authority’s website at [www.pura.gm](http://www.pura.gm).
7. All responses, views, and comments, in the format outlined on **Part Three** of the consultation document, should be transmitted electronically as e-mail attachments in Microsoft Word format to [pura@pura.gm](mailto:pura@pura.gm)**.**
8. The Authority wishes to state that in furtherance of transparency and openness, PURA shall consider all responses as non-confidential. Consequently, all submissions will be published on the PURA website upon receipt.
9. The **Guidelines for Broadcasting Licensing Framework** is herewith attached for your comments.
10. All respondents are requested to complete the Response Cover sheet on **Part Two**.

**Confidentiality**

1. In furtherance of transparency and openness, the Authority shall consider all responses as non-confidential; accordingly, all submissions shall be published on our website at [www.pura.gm](http://www.pura.gm).
2. Please note that all copyright and other intellectual property in submissions made shall vest in the PURA for public interest and regulatory use.

**Next Step**

1. The Authority shall publish a consolidated report on the results of this exercise.

Thank you.

**Issued by the Director General**

**Dr. Njogou L. Bah**

**7th March 2025**

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# **PART TWO: COVER SHEET FOR RESPONSE TO CONSULTATION**

**COVER SHEET FOR RESPONSE TO PURA PUBLIC CONSULTATION ON THE GUIDELINES FOR BROADCASTING LICENSING FRAMEWORK**

|  |
| --- |
| BASIC DETAILS  Name of respondent:  Representing (self or organization(s)):  Address: |
| DECLARATION  I confirm that the correspondence supplied with this cover sheet is a formal consultation response. It can be published in full on PURA’s website, and I authorise PURA to make use of the information in this response to meet its legal requirements. If I have sent my response by email, PURA can disregard any standard e-mail text about not disclosing email contents and attachments.  Name:  Signature: |

# **PART THREE: FORMAT FOR PRESENTATION OF COMMENTS TO CONSULTATION**

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| No. | Article | Heading | Comments | Suggestion/Proposed Amendment |
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