



Public Utilities
Regulatory Authority
Equity in development

APPLICATION FORM

FOR A

COMMERCIAL BROADCASTING

LICENCE

94, Kairaba Avenue, P. O. Box 4230 Bakau, The Gambia
Tel. (220) 4399601 / 4399606 Fax: (220) 4399905
Email: pura@pura.gm Website: www.pura.gm



APPLICATION FOR COMMERCIAL BROADCASTING LICENCE

This Form must be accompanied by a D 2,500.00 (Two Thousand Five Dalasi) Application Fee

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

- 1.1.** Full name of applicant:
Street address:
Postal address:
Telephon number:
Fa number:
E-mail:
Name of contact person if different from name of applicant:
.....
NIN/TINnumber of applicant:
- 1.2.** Proposed name of broadcasting service:
- 1.3.** Legal form of applicant (attach registration business documents):
.....
- 1.4.** If business is registered:
Office and place of registration:
Registration No:
Date of registration:
- 1.5.** Attach a complete ownership profile, listing all the partners/shareholders. Distinguish between owners who take an active role in the company and those with an equity interest only.
- 1.6.** 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.
- 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 a certificate of Good Character from the Gambia Police Force for each owner/shareholder.

2.0 THE MARKET

- 2.1** Describe the target group for the proposed broadcasting service.

3.0 PROGRAMMING

Proposed hours of broadcasting:

- 3.1** Describe the uniqueness of the proposed programming format and explain how it will add to the diversity of broadcasting in the licence area. (Please use additional sheet).
- 3.2** Will the proposed broadcasting service provide for regular news services and programmes on matters of public interest? If so, how often during the day? (Please use additional sheet).
- 3.3** What kind of music will be broadcast and what approximate percentage is envisaged for Gambian music? (Please use additional sheet).
- 3.4** How will the proposed programming encourage the development of Gambian and African expression by providing a wide range of programming that reflects the Gambian and African attitudes, opinions, ideas, values and artistic creativity?
- 3.6.** Attach a draft programme schedule.

4.0 FINANCES AND MANAGEMENT

(Please use additional sheets to answer these questions)

- 4.1** Provide an organogram of the service's management and administration.
- 4.1** 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).
- 1.1** Attach a financial guarantee equivalent to the required peak funding for the service underwritten by a recognised financial institution registered in The Gambia.

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



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

5.0 THE LICENCE AREA

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

Draw transmission coverage area of your radio transmitter on the map of The Gambia

6.0 TECHNICAL MATTERS

(Give particulars where known)

- 6.1 Make and model of each proposed transmitter: e.g. RVR, RFE, Eletec
- 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 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?

.....

8.0 APPLICANT’S SIGNATURE:

9.0 DATE OF APPLICATION: