



Public Utilities  
Regulatory Authority  
*Equity in development*

# **APPLICATION FORM**

## **FOR A**

### **COMMUNITY BROADCASTING**

#### **LICENCE**

94, Kairaba Avenue, P. O. Box 4230 Bakau, The Gambia  
Tel. (220) 4399601 / 4399606 Fax: (220) 4399905  
Email: [pura@pura.gm](mailto:pura@pura.gm) Website: [www.pura.gm](http://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: .....  
 Telephone number: .....  
 Fax number: .....  
 E-mail: .....  
 Name of contact person if different from name of applicant:  
 .....  
 NIN/TIN number 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.
- 4.2 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 The Gambia.
- 4.4 Are there any commitments from advertisers or sponsors? If so, attach documentation.



- 4.5 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?

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8.0 **APPLICANT'S SIGNATURE:** .....

9.0 **DATE OF APPLICATION:** .....