

APPLICATION REQUIREMENTS FOR A CAMPUS RADIO STATION LICENCE IN BOTSWANA.

1. Botswana Communications Regulatory Authority (herein referred to as BOCRA or the Authority) is mandated through the Communications Regulatory Authority Act (CRA Act) [No. 19 of 2012] to regulate the broadcasting sector in Botswana. To promote the development and diversity of this sector, BOCRA has developed a Campus Radio Licensing framework for Tertiary academic institutions in Botswana (herein referred to as the Applicant). To be issued with this licence, the Applicant ought to be a **Tertiary Institution or a Vocational College** accredited by the Botswana Qualifications Authority (BQA) and established by the Government of Botswana or a private tertiary/vocational institution.
2. A Campus Radio is a non-commercial radio service offering a third model of radio broadcasting in addition to commercial and state broadcasting. Therefore, awarding of Campus Radio licences in Botswana will only be limited to tertiary institutions that will not commercialise the service and accumulate profit.
3. The primary purpose of a Campus Radio is that:
 - 3.1 It will be used as an efficient information dissemination tool of communication and interaction of ***the campus community*** (students, lecturers, other staff members and residents);

- 3.2 It will be used to improve multimedia radio class projects such as content production, advertising, news, current affairs and the general application of broadcasting principles and
- 3.3 Licensing of Campus radios will improve the local tertiary schools' competitive edge when compared with other tertiary/vocational institutions abroad and attract international students.
4. Therefore, Applicants are required to submit a feasible and comprehensive business proposal with an application cover letter addressed to the Chief Executive of BOCRA, on the institution's letter head that is signed by the Head of Institution or accredited representatives.

APPLICATION REQUIREMENTS

1. ELEGIBILITY REQUIREMENTS

1.1 Tertiary/Vocational Institutions must provide the following documents:

- Certificate of incorporation or equivalent and shareholding structure;
- Certificate of accreditation;
- Institution's information including physical address, postal address, telephone number and email address; and
- Designated contact persons (maximum of 2)

2. ORGANISATION

2.1 Objective and purpose of the station;

2.2 Description of the institution, i.e. (the number of campuses, location, physical size, estimated campus population, demography) and

2.3 The management structure of the station indicating how the station will be operated including curricula vitae of the project staff and their relevant experience and qualifications.

3. TECHNICAL REQUIREMENTS

3.1 An Applicant must state their preferred broadcast technology of the station and submit the relevant supporting information, **see *table below***

BROADCAST TECHNOLOGIES

Broadcast Technology	Technical Information to Submit Include:
TERRESTRIAL AM, FM, DAB, DRM	<ul style="list-style-type: none"> • Antenna location(s) (place, geographical coordinates) • Antenna Type • Effective Radiated Power (ERP) • Antenna height • Intended coverage radius
SATELLITE	<ul style="list-style-type: none"> • Satellite transponder • Uplink Station location (Place & geographical coordinates) • Receiver equipment • Conditional Access and Encryption
ONLINE	<ul style="list-style-type: none"> • Systems to be used (software and hardware) and where the systems will be hosted. • Security measures (cybercrime, content protection & identity protection) • Geo protection (how it will be implemented)

3.2 Regional Coverage Licensing

3.2.1 Applicants must submit at least three (3) names of the institutions sharing the same frequency and the timeslots allocation structure;

3.2.2 The maintenance plan of the shared transmitters;

3.2.3 The funding model and

3.2.4 **Note:** In an event a solo institution applies for this licence, the institution will be awarded the licence provided they indicate how they will accommodate other institutions in future.

3.3 Programming Plan

3.3.1 The nature and types of programmes:

- The overall music and programs to be broadcast including the anticipated percentage of local content to be aired and the approximate percentage allocation for Botswana music. (**Note: local content will be measured by percentage of local music played**).

3.3.2 Programs intended to encourage and facilitate student participation and development

3.3.3 Languages to be used

3.3.4 Sources of programming

3.3.5 Recording equipment

3.3.6 Editorial policy or content supervision of the station

3.3.7 Requirements for volunteer student presenters/broadcasters on the station

4. FINANCIAL REQUIREMENTS

4.1 A three (3) years financial projection plan which should include:

4.1.1 Estimated cost of the capital investment to set-up the station;

4.1.2 Estimated cost of the operational running of the station; and

4.1.3 Funding strategies: which may include, donations, grants, sponsorship or advertising, membership fees or a combination of the above.

5. COMPLIANCE

- 5.1 Applicants must submit a signed letter of commitment stipulating that they will abide by all existing broadcasting codes of conduct as stipulated by clause 6.21 of the Campus Radio licensing framework as well as other regulatory tools, issued from time to time.
- 5.2 Applicants must pay a non-refundable requisite application fee of one thousand (1000.00) Pula plus VAT at the prevailing rate to the following bank account:

Botswana Communications Regulatory Authority
Bank Name: First National Banking
Branch Name: Main Mall
Bank Account Number :62011115088
Branch Code: 282867
Swift Code: FIRNBWGXXXX

- 5.3 Applications must be delivered at the following physical or postal address:

Botswana Communications Regulatory Authority
Plot 50671 Independence Avenue
Private Bag 00495
Gaborone, Botswana
T: +267 395 7755