



## **BOTSWANA COMMUNICATIONS REGULATORY AUTHORITY**



### **CAMPUS RADIO LICENSING FRAMEWORK**

BOCRA 2021

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## 1. PROPOSED CAMPUS RADIO FRAMEWORK

## 2. INTRODUCTION

- 2.1. Botswana Communications Regulatory Authority (hereinafter referred to as “BOCRA” or the “Authority”) has been mandated through the Communications Regulatory Act [No. 19 of 2012] (CRA Act) to regulate the communications sector in Botswana, comprising telecommunications, internet and information and communication technologies, radio communications, broadcasting, postal services and related matters. BOCRA has further been mandated as per Section 6 (2) (r) of the CRA Act to make industry Regulations necessary for its responsibilities under the Act such as Codes and Rules of Conduct.
- 2.2. Campus radio has the ability to enhance the value of education offered. Again with rapid growth in graduate unemployment, it is important that institutions of higher learning are able to train students through campus radio stations in order to make them ready for the job market, not only as employees but as entrepreneurs as well. In that regard, academic institutions have made several requests for terrestrial Campus radio licences hence BOCRA proposal to introduce Campus Radio licensing.

## 3. CATEGORIES OF BROADCASTING

- 3.1. Botswana’s legislation has effectively defined three categories of broadcasting; Commercial, Non-Commercial and State Broadcasting. State Broadcasting is exempted from Regulation. The three categories are based on different aspects ranging from transmission purpose, rollout, target market, ownership & control, funding and revenue generation.
- 3.2. Commercial Broadcasting means a broadcasting service operated for profit and controlled by a person who is not a public or community broadcasting licensee.
- 3.3. Non-Commercial Broadcasting means a broadcasting service which;



- 3.3.1. is fully controlled by a non-profit entity and carried on for non-profitable purposes;
  - 3.3.2. serves a particular community;
  - 3.3.3. encourages members of the community served by it, or persons associated with or promoting the interests of such community to participate in the selection and provision of programmes to be broadcast in the course of such broadcasting services; and
  - 3.3.4. may be funded by donations, grants, sponsorship or advertising or membership fees, or by any combination of the above;
- 3.4. The non-commercial broadcasting can be classified based under different categories like;
- 3.4.1. Group of persons with Ascertainable common interest such as religion, farming, academic etc;
  - 3.4.2. Sector of the public such as Tribal; or
  - 3.4.3. Geographically founded.
- 3.5. Both commercial and non-commercial categories are critical in the industry. While the commercial broadcasting is driven by profit and aims to make direct financial empowerment, the non-commercial broadcasting closes the market gaps and pushes content which although is important for audience consumption does not promote revenue generation. Non-commercial stations, especially campus radio, are a good training ground for commercial stations as they usually use personnel from the community who after gaining some experience and expertise to enhance their current skills before entering the commercial environment. The non-commercial radio stations can be used for academic purposes as well.



## 4. EXISTING BROADCASTING LICENSING FRAMEWORK

4.1. BOCRA currently has adopted commercial broadcasting licensing framework which only covers commercial operations as follows:

- 4.1.1. Terrestrial Radio Broadcasting
- 4.1.2. Terrestrial Television Broadcasting
- 4.1.3. Satellite Television Broadcasting
- 4.1.4. Network Facilities Provider (NPF) and
- 4.1.5. Subscription Management Service

4.2. It is important that as BOCRA gradually liberalises the broadcasting market, a licensing framework be developed that will facilitate the licensing of non-commercial broadcasters. This framework is expected to promote diversity in the sector and bring about the much needed competition and efficiency in the provision of broadcasting services. Institutions of learning will equally benefit from the opening of the market as they will get an opportunity to give the students a practical experience in the campus radio stations.

## 5. AIM OF CAMPUS RADIO

- 5.1. Campus radio offers several benefits both strategically and pedagogically. It is a strategic advantage as it is a key medium for tertiary schools to reach out and interact with the campus community. Campus Radio also place local tertiary schools at a competitive edge when compared with other schools outside the country hence these will be able to attract international students. Pedagogically it is an excellent initiative to improve multimedia radio class projects like content production, news and current affairs, advertising and the general application of broadcasting principles.
- 5.2. The objective of rolling out Campus radios is to provide tertiary schools with the opportunity to have a platform which students can use during training while being



sharpened to work in the industry. Currently both state and commercial stations have to start with on-the-job-training, and coaching of the actual operations of broadcasting equipment and the sensitivity of live broadcasting.

- 5.3. The Campus Radio is also a platform used to reach the campus community (students, lecturer, other staff members and residents) for efficient information dissemination.
- 5.4. Campus radio allows for an inclusive atmosphere within the school environment. It encourages interaction, co-operation and communication within the school. It has been established that audiences are attracted to content which they can relate to and has impact on their daily lives. The campus community serves as a viable market that needs to have access to broadcasting services which are tailor made to their needs.

## 6. CAMPUS RADIO SCOPE

### Definition

- 6.1. Campus Radio Broadcasting is a radio service that:
  - i. is intended to be provided within a tertiary school and vocational colleges campus and its related establishments and is targeted primarily to the campus population of that particular institution;
  - ii. Operated on non-profit basis;
  - iii. may be a joint venture of different tertiary institutions and vocational colleges where efforts for production and technical maintenance are shared with each institution providing a separate local access of 3km;
  - iv. has an independent Board of Directors, with clear operational structures supporting editorial independence;

- v. can be licensed to provide local or regional coverage through terrestrial radio broadcasting platforms such as FM, AM, or other Digital Audio broadcasting technologies.

## **Timeslots or Programme Scheduling**

- 6.2. The programming should at least cover 6 hours daily and the institutions are at liberty to repeat the same content to fill the 24 hrs. The Authority recognises the complexity of a campus radio running 24 hours as the human resources used will mainly be lecturers and students of the concerned campus.
- 6.3. The licensee must provide a programming schedule of the station detailing the kind of content the station will broadcast. In a case where the campus intends to hook up other channels, there should be a submission of the kind of content, the source of the said content and times of when such a service will be hooked up.

## **Local Content**

- 6.4. Local content quota for Campus radio stations shall not be below 80% and will be revised from time to time.

## **Language Diversity**

- 6.5. The language situation in Botswana is trifocal with Setswana being the highest spoken language, English being the second and the minority languages coming next. Botswana is a multilingual country with approximately 28 languages. Setswana (Tswana) is the national language of Botswana, spoken by most of the populace. English is the official language, spoken by majority of the population
- 6.6. It is important that broadcasting promotes languages that are used in Botswana and/or taught in the insitutions in order to promote identity, cultural diversity and national pride. Campus Radio broadcasting would be the platform to drive this imperative by providing for different languages within their capacity. The languages used in this should reflect the language needs and choices of the audiences that they serve.



## **Broadcasting Technology**

- 6.7. may be licensed to use analogue terrestrial technologies such as AM or FM transmitters and digital terrestrial technologies such as DAB or DRM .
- 6.8. May be provided as value add on satellite or DTT bouquet
- 6.9. May be streamed online

## **Coverage of the Campus Radio**

- 6.10. Campus radio may be licensed for local coverage, i.e., coverage area of a terrestrial broadcasting transmitter confined to locality within a town/village and does not exceed a radius of 3km from the transmitter.
- 6.11. In some cases, a tertiary school may wish to serve two or more campuses in close proximity (but nonetheless separate) that are in common ownership and form different parts of the same institution. This is permissible but requires the applicant to install a separate transmitter at each site.
- 6.12. If the campuses to be served are within 3km of each other, they may be served by the same Campus Radio licence.
- 6.13. If the campuses are more than 3km apart, then a separate licence must be sought for each campus, but only if there will be different content on the campuses. Where the content is the same another low power transmitter may be incorporated under the same radio licence.
- 6.14. Where frequencies are available, the Authority may consider licensing of regional coverage of frequencies provided that;
  - i. The frequency allocated is shared by at least 3 institutions;
  - ii. The sharing institutions proposes a sharing criterion which could specify the timeslots allocated to each institution; and
  - iii. The instructions propose a maintenance plan which will ensure the





continuous running of the shared transmitters.

- 6.15. The Authority may also consider an exemption to grant a regional where digital broadcasting is used. The Authority will however mandate the institutions to share the frequency to effectively use the resources.

### **Funding of Campus Radios**

- 6.16. The Campus radios should be funded by the institution and may be funded through sponsorships, donations, fundraising and/or advertising. It must however be noted that although advertising will be permitted, it will be limited to generating enough to aurgment the operation budget the campus radio and is not meant to generate profit or exorbitant surplus. Advertising will only be restricted to those adverts that are relevant to campus community. The total advertising revenue should only constitute 50% of the operating costs of the campus radio station.
- 6.17. Apart from the above funding models, Campus radios may engage volunteers, i.e. the unpaid labour and expertise of local residents who are committed to the campus radio station. Political parties or electoral candidates shall not be engaged in operating the Campus radio station, including participation in campus political activities.
- 6.18. Institutions must carry out a separation of accounts in order for the Authority to be better positioned to assess the general performance of the Campus radios in the market and impact.
- 6.19. Funding and advertising from political parties or electoral candidates is prohibited except during the election period.
- 6.20. Exclusive partnerships with service providers which lock out other licensees from financial benefit is prohibited.



## **Code of Practice**

- 6.21. Campus radio will be required to adhere to the existing Codes that govern the broadcasting sector, including but not limited to Code of Conduct for Broadcasters, Code of Conduct for Advertising, Code of Conduct for Election Coverage etc.

## **Licence Validity**

- 6.22. The licence shall be valid for 5 years and will be renewable. The validity period will be reviewed from time to time by the Authority.

## **License fees**

- 6.23. The institutions will pay an application fee of P1000 and annual service fee of P1000. The fees shall be escalated by the rate of CPI as published by Statistics Botswana annually. The fees are subject to review by the Authority from time to time.
- 6.24. The institutions will pay for Radio Licence for every transmitter that is operated in line with the existing Radio licence fee.

## **7. MONITORING OF CAMPUS RADIO**

- 7.1. Campus radio will be monitored using the available regulatory instruments. The campus radio service providers shall submit compliance reports which will be used for monitoring purposes.
- 7.2. The Authority operates a Broadcasting Monitoring System to monitor both radio and television broadcasting, including Subscription Management Services and Over the Top content providers which may be carrying Campus radio broadcasts.

## **8. PENALTIES**

- 8.1. In the event of a finding that the Licensee or Authorised service provider has failed to comply with or has breached a licence condition the Authority may



impose such a fine or penalty in line with the CRA Act.

## 9. EFFECTIVE PERIOD

9.1. The Framework will effect upon approval by BOCRA.

## 10. REVIEW

10.1. The Campus Radio Licensing Framework will be reviewed from time to time and as will be resolved by the Authority.

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