



MOAFRIKA FM – LICENSE RENEWAL APPLICATION

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APPLICATION FOR RENEWAL OF LICENSE – MOAFRIKA FM

1. PURPOSE

The purpose of this submission is to request renewal of the operating license of Third World Evangelical Movement for Human Rights (trading as MoAfrika FM).

2. BACKGROUND

MoAfrika was issued an operating license on the **1st June 2002**. This license was valid for a period of ten years unless revoked by the licensing Authority. This period **expires in May, 2022**. In terms of the said License, the licensee is required to apply for renewal of the license no later than one year prior to expiry of the license. (see clause 16.1)

However, due to oversight on our part, the license has not complied with this requirement and therefore humbly requests the Authority's condonation for the delayed submission. Notwithstanding the delay, the Station has been engaging with the Authority since January, 2022 with the guidelines on the requirements for the renewal as contained in the Lesotho Communications Authority Response of 14th March, 2022 with the due date for the re-submission as the 22nd March, 2022. MoAfrika, reiterates its request that the Authority to exercise leniency in considering the delay which is due to unavoidable conditions. The current submission therefore seeks to address the shortcomings as identified in our previous submissions and consultations with the licensing office of the Authority. All the issues as addressed in this submission followed a number of interactions with the offices of the Authority both on record and via continuing lines of communications.

Following the issue of the Operating License, the Lesotho Communications Authority issued rules for classification of license which were (a) public broadcaster; (b) **private broadcaster**; (c) commercial broadcaster; and (d) community broadcaster (See Broadcasting Rules Classification 2007). In terms of this classification MoAfrika falls under category (b) as it is a private broadcaster.

3. OWNERSHIP OF MOAFRIKA FM RADIO

MOAFRIKA FM RADIO is owned by Third World Evangelical Movement HRD, (The Movement), which a Christian non-profit organization established to propagate the gospel of Jesus Christ, in a manner that empowers the less privileged members of society to make a meaningful contribution towards the development of The Kingdom of Lesotho, each one operating in his/her locality, in accordance with his/her own capabilities.

Objectives of The Movement are clearly stated under paragraph Five (5) from (a) to (g) of The Movement's founding constitution. The Movement is registered under the Lesotho Societies Act of 1966; registration number 99/42 and amended in November 2014.

Third World Evangelical Movement for Human Rights and Democracy trading as MOAFRIKA FM, license number: **0000004732/2014**.

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4. COVERAGE

The radio station has since commencement seen increased coverage of its services in the country. The increase was largely influenced by consumer demands that requested availability of the radio programs in their respective areas. The Station boasts 22 years of broadcasting experience, with the largest coverage, by a private radio station in Lesotho – covering the lowlands, foothills and the high mountains, across the 10 districts of Lesotho, and neighbouring South African towns. The frequencies used are as outlined in the tables below.

Figure 1

Frequencities	Transmission	Radius	Coverage	Population (2016 Census)
89.7 MHz	2000 W	120 – 180 km	Maseru / Semonkong	519, 186
99.3 MHz	1000 W	80 – 100 km	Berea/Leribe/Botha Bothe	600, 137
90.7 MHz	1000 W	80 – 100 km	Mafeteng/Mohale's Hoek/Quthing	293, 691
93.6 MHz	1000 W	80 – 100 km	Thaba-Tseka/ Qacha/Mokhotlong	235, 789

The numbers above are estimates based on the statistics from Statoids: <http://www.statoids.com.uls.html>.

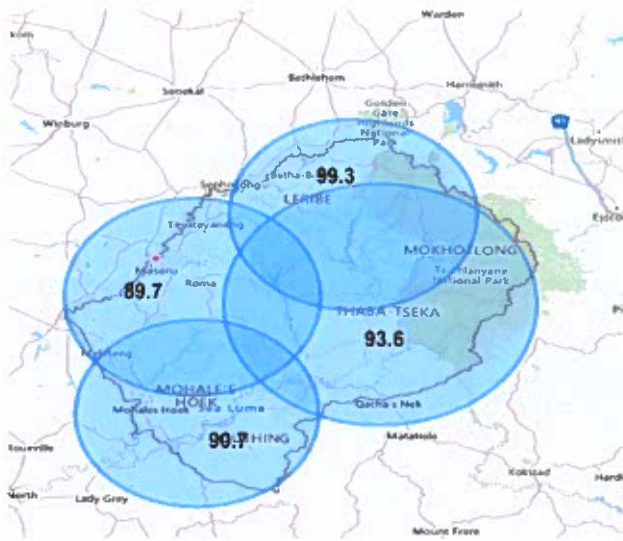
MOAFRIKA FM services the country's Lesotho Rural Population estimated at 69.2%, while it commands 30.8% Urban Population. Due to the geographical landscape of Lesotho, MOAFRIKA FM has feeders to assist the station have a blanket coverage.

Frequencities	Transmission	Coverage
99.2 MHz	200 W	Quthing
87.9 MHz	200 W	Mohale's Hoek
89.3 MHz	200 W	Mokhotlong
100.4 MHz	200 W	Butha-Buthe
87.6 MHz	200 W	Qacha's Nek

Its services are provided using a variety of options under infrastructure sharing and col-location arrangements with the licensed service providers in the Country, in particular Econet Telecom Lesotho and the Lesotho Broadcasting Serviced. (LNBS)

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The current coverage map of the areas is as depicted below.



5. INTERFERENCE

Over the period of operations while the station reported some interference in its' operations, the issue is not of significance. The table below indicates the areas affected and the resolution made with the assistance of the Authority. This has shown the LCA's interests in the operations of the licensed service providers in resolving material issues in the operations.

Area	Band	Interfering Provider	Resolution
Butha-Buthe (Qholaqhoe)	89.0	Lesedi FM	LCA findings confirmed no interference by the station frequency
Butha-Buthe (Chafo, Likhoele)	90.7	(Specify Broadcaster – letter just states new station)	LCA findings confirmed no interference by the station frequency

6. INVESTMENTS AND FUTURE PROJETIONS

Strategy

The Radio Station objectives are to

- Maintain leadership role in the news and information dissemination to Basotho;
- Expand into each and every village of Lesotho and extend its reach internationally to various parts of the world where Basotho are found;
- Provide apprenticeship to Basotho youth in the areas of Journalism and Broadcasting;
- Collaborate with public and private institutions in developing a culture of professionalism in news gathering, processing, dissemination in the areas of economic,

political, social, cultural, religious, and educational matters as well as issues of gender equality.

6.1 Investments and Future Projects

Over the past 10 years MoAfrica has invested more **Three Million and Two Hundred Thousand (3.2 million) Maloti** in investments for infrastructure and equipment that services the radio station. This is specifically equipment hosted by other licensed service providers of Lesotho National Broadcasting Services (LNBS) and Econet Telecom Lesotho (ETL). This stands at **M1.4** and **1.8 million** respectively. The said infrastructure includes receiver stations, cabling connectivity, transmission equipment, servers, amplifiers, dervers etc. The latest investments in 2020 which was at a critical time of the Covid 19 Pandemic comprised of the state-of-the-art equipment for improvement of the output sound for the station

It ill be noted that since inception the radio station has been operating from rented premises at Carlton Centre since the Lesotho 1998 riots. As part of its strategy to have resilience in its operations and to ensure that the operations are not disrupted during similar eventualities in the future, MoAfrika is in the process of developing an independent site at Qoatsaneng from which its studio equipment will be housed while the Centrally located offices will be retained for their ease of public to the access to the public. This area is valued at some **9.6 million Maloti** exclusive of the construction of the structures at the said site. This shows a commitment of the station to remain of service to the people in the future. Works for the project has commenced but was adversely impacted due the Covid 19 pandemic. The new site will serve as the head office administrative headquarters of the station kitted with facilities and equipment to take over operation of the broadcasting services in the event of possible service disruptions in the event of emergencies, while the satellite offices at Carlton Centre will remain as the broadcasting centre for the station.

6.2 Operating Costs

Over and above the fixed capital expenditure program above MoAfrika has been consistently been compliant with payments for its license fees both in annual license fees and spectrum fees. The most recent example is regulatory fees for the year **2022/23** of **M46,200.00** due by the end of June and the Spectrum Fees paid on a month-to-month basis.

6.3 Future Plans and Projections

In addition to the expansion plans as outlined under 6.1 above relating to the construction of the administrative headquarters of the station, the draft revenue projections for the station are available at our offices but remain confidential at this stage.

THE OPERATIONS AND SERVICES

The station a public awareness through its radio programs that cover diverse public interest and public safety issues, news and programs that seek to preserve the social and cultural aspects of public. To cite a few of the these include, current affairs (national and international), socio economic issues, awareness on democracy and good governance etc. **The attached Graphic**

profile shows the key aspects of the operations of the station. The station is proud to state that some of the public safety programs have been of great assistance to law enforcement agencies in the apprehension of wrong doers through proactive messaging that often assists the public in their civic duties as law abiding citizens.

In order to keep abreast of technological advancements to remain relevant in the digital age, MoAfrika has a website: WWW.MOAFRIKAFM.CO.LS and also provides on-line streaming services to subscribers. It also engages with its diverse listener base using various media platforms including Facebook, Twitter, Instagram etc. These allows it to have immediate access to information and interests of the base as well as respond promptly to questions from the listeners.

7. SOCIAL CORPORATE RESPONSIBILITY

8.1 Culture

Since the early 2000 the station begun with MOAFRIKA CULTURAL FESTIVAL, which is aimed at promoting Basotho values as a nation and appreciating their culture. Over the years the festival has achieved its goals, leading to Basotho appreciating the Sesotho language, Basotho cuisine, dress, song, art, lebollo and pitiki, to name but a few.

Prior to the COVID-19 pandemic, the festival was held annually, and popularized some of the country's former and current Members of Parliament (MP), who ended being part of the national executives. Some of them are Mr. Motlalepula Khahloe (former MP), Mr. Teboho Sekata MP, Mr. Leshoboro Mohlajoa MP and Mr. Selibe Mochoboroane (Minister of Development Planning), who have all organised MOAFRIKA FM events in their constituencies – Khafung, Malimong, 'Maletsunyane and Thabana-Morena, respectively. Some organised these events before they became other Members of Parliament, while others did so as elected public representatives, already.

Popularization of blankets and Seshoeshoe was due to the festival as well. They became fashionable to wear on a daily basis, whereas they only were worn ceremonially. Additionally, "lebollo" was promoted through this festival, leading to tertiary graduates inclusive law graduates, junior & senior police officers as well as members of the army to attend "lebollo initiation. This initiative has provided police with access to resolving cases in this national institution which was hitherto taboo and a weirdly guarded from them for dispensation of justice in the event of criminal activities at the said initiation schools and various members of professional bodies.

As part of its contribution to this county's rich culture, MOAFRIKA FM popularised Basotho medicine and healing, out of which not less than two multi-millionaires were created. Additionally, the languages of Baphuthi and Amakhosa have been brought to the fore, they now are a subject of the National Reforms Authority. Culture and heritage

MoAfrika has nurtured a number of Basotho artists and promoted them to achieve international acclaim in different genres of music. These include artists like Setlofa, Rabotšo le Semanyane,

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Lempe Leteketa (Boima) etc who now have established careers and presence and are well known in the country and in the neighbouring south Africa, producing multiple award-winning songs following their launch in the public eye by the station. These artists have through collaboration of the station with investment partners even been hosted abroad in places such as Dubai, India, China, Botswana etc

8.2 Public Safety

The stations popular program of Mokhosi has been one of the key initiatives that has assisted in particular law enforcement agencies in the cases of child abductions, asset recoveries (vehicles, animals etc), and identifying in cases abandoned corpses countrywide following leads for hot pursuit of immediate leads provide by members of the public in response to MoAfrika's publicizing diverse requests as made by the public into the station. This role has been appreciated by various members of the society and the various law enforcement agencies (police, armed forces).

7.3 Employment

The station provides opportunities for employment to Basotho citizens not only as employees of the station but with the training provided in the news publishing field where some end up as accessing opportunities for stations beyond the borders of Lesotho.

8.4 Education and Public Awareness

The station is not averse to providing meaningful engagement on various topics that are at the heart of Basotho problems in society on governance and politics and service delivery by the designated officials both in the public and private sector. The engagements provided through programs hosted by the station often gets interested parties to be in touch with issues that may at times be overlooked for improvement of their own services to the public.

8. ORGANIZATION AND MANAGEMENT

The business strategy and direction of the station is outlined by the board of governance that is of the Third World Evangelical Movement for Human Rights and Democracy. This is registered as a non-profit making, non-denominational and non-political organization. The board of the society is comprised of the President, Deputy President, Secretary, Deputy Secretary, Treasurer and members of the Standing Committees. The appointment to office is rotated at three-year intervals with appointed members being eligible for re-election at the annual conference. These members are supported by the chairpersons of the four (4) standing committees of Human Rights, Evangelism, Literacy and Numeracy and Culture, Youth and Women Affairs.

The strategy is executed is under the management of a Managing Director, who is supported by an executive management, supported by back-office personnel and field agents across the 10 districts of Lesotho. Total staff complement at present stands at 22 Basotho who are employed by the station.

9. COMPLIANCE WITH THE LICENSE CONDITIONS

The station has designed a compliance matrix that is under the direct oversight of the executive management of the station. The Director Finance who heads the station is the accountable for ensuring that all activities of the station remain compliant with the license obligations and reports on this measure accordingly.

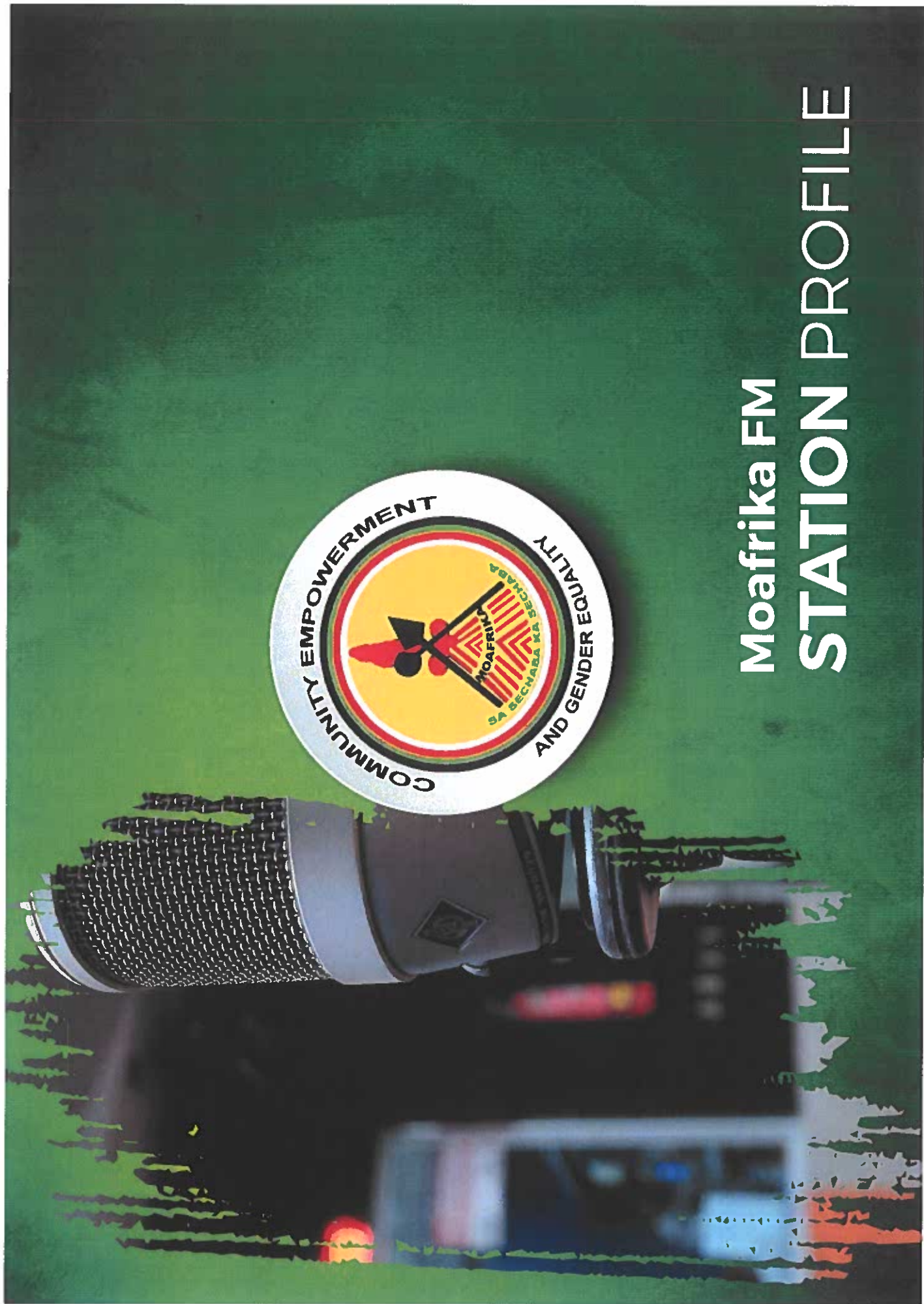
One of the conditions of the license is that the licensed service providers put in place procedures and guidelines to manage customer complaints. MoAfrika has put in place, an established complaints procedure in accordance with this requirement. This process provides a system for escalation in the event of the complainant not being satisfied by the resolution at the various levels.

CHALLENGES

The significant challenge to operations stems from the fact that the station is hosted on infrastructure owned by competing service providers, in particular the government owned Lesotho National Broadcaster. At times when the hosting infrastructure provider plans enhances and / improvements to their own services, they do not consult the station. This has at time resulted in impairment of the services of the station for extended periods where it was hosted by LNBS.

ENCLOSURES:

MoAfrika Graphic Profile
MoAfrika Compliance Mtrix
MoAfrika Complaints Procedure
Complaints Against MoAfrika



Moafrika FM STATION PROFILE

ABOUT US

MOAFRIKA FM Lesotho's most authoritative radio station established in 1999. It covers all issues that matters to all citizens, particularly, in areas of, but not limited to, news, current affairs, public safety, business, sport, economic development, religion, democracy and good governance as well as culture.

The station provides public safety in the form of "Mokhosi", a golden thread that runs through all programmes 24/7, creating awareness on issues of public safety and apprehension of criminal elements operating within and amongst all communities at no cost to the victims. We work with police and social security agencies very closely. We take cross-border and human trafficking as priority areas. Leaders in democracy and good governance issues.





REACH UP TO

100,000

LISTENERS PER

MINUTE WITH MOAFRIKA FM

LISTERNSIP

Moafrika fm is the only privately-owned radio station that covers the deep valleys of the kingdom's lowlands, foothills and the high mountains.

The station covers all the ten districts of lesotho, south africa's borderline towns and world wide audience through the internet.

Listen to moafrika fm on radio, on mobile and online.



UNIVERSAL REACH

Download MOAFRIKA FM Application
on Google Play store to listen to the
station on the go, wherever you are



Tune into online via www.moafrikafm.co.ls



MOAFRIKA IS LESOTHO'S NEWS AND INFORMATION LEADER!



PRIME TIME WEEKLY PROGRAMMES

Re Nts'a Lephola

MONDAY TO FRIDAY 05:30 – 06:30

Prime-time morning programme that brings forth developing stories with balanced sides. Listeners hear from newsmakers making headlines.

Masutsa

MONDAY TO FRIDAY 10:30 – 13:30

Interactive mid-morning show that covers issues as they unfold during the day. It brings to mind socio-economic issues affecting households and national issues.

Hora ea Litaba

News-hour

MONDAY TO FRIDAY 13:30 – 14:30

Midday news hours programme.

Nyakafatane

MONDAY TO FRIDAY 17:30 – 18:30

A wrap of the day's major current affairs delivered by Hlao Rampaleng and Chitjanyane Teeanye.

PRIME TIME WEEKLY PROGRAMMES

Pusong ea Sechaba

SATURDAY 07:00 - 09:30

Weekend programme on Democracy and Good Governance.

Re Bua Nakeli

SATURDAY 18:00 - 21:00

Current affairs and international news making headlines, on Saturday evening.

Tse-bileng ka Sehloohong

SUNDAY 11:00 - 13:00

Midday news hours programme.

SOCIAL MEDIA PRESENCE

FACEBOOK



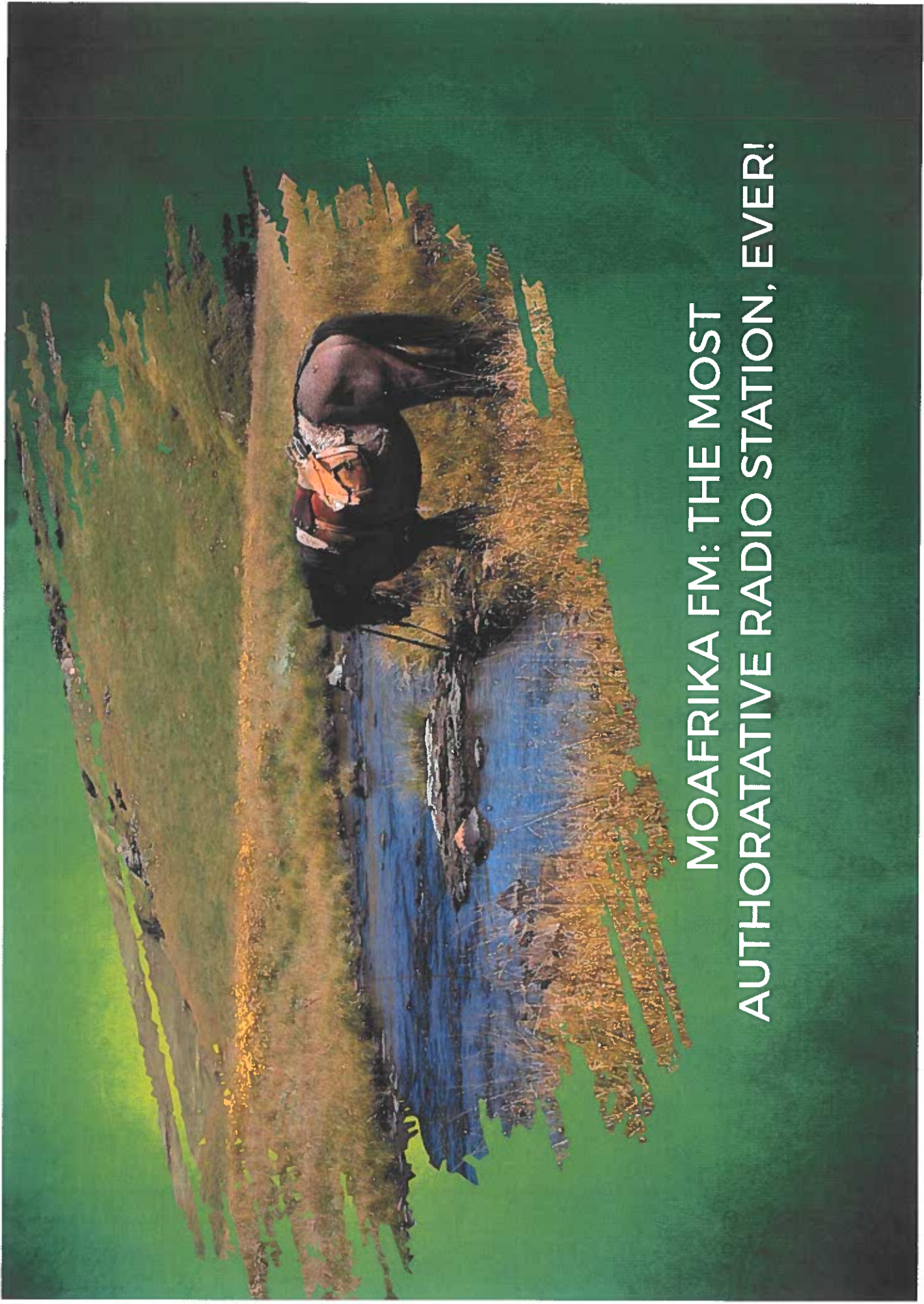
INSTAGRAM PAGE: MOAFRIKAFM

NEWS WEBSITE: WWW.MOAFRIKAFMRADIO.COM

YouTube



Facebook



MOAFRIKA FM: THE MOST
AUTHORITATIVE RADIO STATION, EVER!

ANNEX 4: MOAFRIKA FM LICENSE COMPLIANCE MATRIX			
Condition		Compliant	Details
2	Technical Standards – authorised Frequencies, service availability, Interference etc	Yes	No Finding for non-compliance
4	License Fees	Yes	Fees up to date
5	Programming Requirements	Yes	All station programs meet standard
6	Changes in Ownership Structures	Yes	No changes to date
7	Changes to Governing Documents	Yes	No changes to date
8	Shareholder Changes	Yes	No changes to date
9	Social Obligations	Yes	Incorporated into the Station Programs
10	Free Services	Yes	Programs offered for free for education, emergency services
11	Emergency Services	Yes	Once an emergency is brought to attention of station the station takes initiative to approach relevant stakeholders to assist. (e.g. evacuation of persons stranded in the snow in collaboration with army, police etc)
12	Records and Recordings (accounting Stds, Records)	Yes	Financial Records of the station are audited annually. The current audit firm is GH Consulting. Audits done annually
13	Location & Offices – current office Carlton Centre since 1999	Yes	The station has notified authority of its head offices & changes to same
17	Privacy	Yes	No complaints for violations filed
18	Investigations & Complaints Procedure	Yes	A Complaints Procedure is in place (see 9.1 of application). Examples of complaints received is for use of offensive language in one program & this was resolved.

Notes: License provisions that do not impose obligations are excluded from the Matrix

COMPLAINANTS AGAINST MoAFRIKA FOR LICENSE PERIOD

DISPUTES ESCALATED TO THE LCA

Ref	Complainant	Compliant	Details	Resolution
1	Mr. Thesele 'Masereibane	Bringing BNP into disrepute	A play broadcasted on MoAfrika produced by 'Maseabata Ramathebane relating to political events of Lesotho in 1970	1 st step internal resolution with complainant failed and dispute resolved by the Broadcasting Dispute Resolution Board – after both sides were heard and audios relating to the play were heard, the station was fined and ordered not to re-play
2	Phokojoe Sekola	Defamation of character	MoAfrika news wrote an article responding to a facebook post. Sekola lodged a written complaint to MoAfrika	1 st step internal resolution to MoAfrika failed. The dispute was escalated to LCA (BDRB) Audio recordings relating to how MoAfrika handled the complaint with were provided to the LCA. Findings were in favour of MoAfrika.
3	Senoamali Phakisi	“ke e kentse”	Complaint that the phrase “ke e kentse” used by him on radio was used out of contexts by the station. Difference of opinions ensued between editor in chief and complainant	Matter resolved by LCA who directed that complainant be allowed to clarify on air the context in which the phase was used. This was done by the station.

DISPUTED RESOLVED INTERNALLY

1	Senoamali Phakisi	Comment on Mr. Maaparankoe Mahao appointed Minister of Justice	Difference of opinion arose on comment made on radio on appointment of Minister Mahao as a brother of a deceased treated unfairly by the government of the time. Issue was the likelihood of him being influenced by the injustice meted out against his brother	Dispute was resolved through MoAfrika dispute resolution process and closed.
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COMPLIANTS AGAINST MoAFRIKA FOR LICENSE PERIOD**DISPUTES ESCALATED TO THE LCA**

Ref	Complainant	Compliant	Details	Resolution
2	Chief of Bobete	Unfair treatment in the publication of an article by the station	Complaint related to him not been given an opportunity to explain himself on matters reported about in his village.	No written complaint was made. A call for the complaint was logged and responded to in accordance with the customer complaints of the station. The issue was resolved amicably between all parties.

ANNEX 5

GRIEVANCE/COMPLAINTS PROCEDURE AT MOAFRIKA FM AND ONLINE TELEVISION

1. CONTENT OF THE COMPLAINT

A person can lodge a complaint against our station (MoAfrika FM) or Television (MoAfrika Radio Television) if such station or television broadcasts content which breaches the code of practice.

MoAfrika will be deemed to be in breach of the code of practice if it broadcasts content that:

- a) Offends against good taste and decency;
- b) Contains gratuitous use of offensive language, including blasphemy;
- d) Is likely to incite crime or lead to disorder;
- c) Glorifies violence; or
- e) Is likely to incite or perpetuate hatred against or gratuitously vilifies any person or section of the community on account of race, ethnicity, nationality, gender, marital status, sexual preference, age, physical or mental disability, religion or culture.

2. FORMAT

A complaint in terms of section 1 above shall be done by way of a written complaint addressed to the Station Manager MoAfrika FM, and should include the following:

- a) The name and contact details of the complainant (Title, name, physical address/area chief, cell phone number);
- b) The name of the programme complained of and the presenter;
- c) The channel or the name of the station on which it was broadcast;
- d) The date and time of the broadcast;
- e) Standard(s) believed to have been breached with supporting reasons (align with (1) above and or add);
- f) the date of the lodging the complaint

3. PROCEDURE

- a) The complaint should be lodged within 30 days of the programme broadcast: and
- b) MoAfrika shall address the complaint within 15 working days from the day it is received it.

If not satisfied with the response or not responded to at all by MoAfrika FM, the complainant can refer the matter to the Lesotho Communications Authority within 15 working days of such dissatisfactory response or failure to respond.

4. APPEAL TO THE LCA

When filing a complaint with the Authority against any broadcaster, the complainant should provide the Authority with:

- (a) The name and contact details of the complainant as above.
- (b) Attach all relevant correspondence between the complainant and the broadcaster in question.
- (c) Inform the Authority of the name of the programme.
- (d) Indicate the date and time of the programme; and
- (e) Indicate standard(s) code that has not been adhered to.

NB. Complaints regarding broadcast content may be directed to: The Secretary, Broadcasting Disputes Resolution Panel (BDRP), c/o Lesotho Communications Authority, 30 Princess Margaret Road, Old Europa, P.O. Box 15896, Maseru 100, Lesotho.

SUGGESTED FORMS

ANNEXURE A: Complainant’s complaint form

Nature of Complaint: _____

Program associated with complaint: _____

Date and Time of Program Broadcast: _____

Person taking the complaint: _____

Contact Details:

Name of person making the complaint _____

Address: _____

Phone Contacts: _____

ANNEXURE B: Management’s Complaint Resolution Form

Complaints Process

The whole complaints process must be completed within 30 days from the date on which the complaint was first made.

Nature of Complaint:

Against:

By:

The appropriate person at the station is to insert dates:

Date of receipt of the complaint _____

Mode of communication of the complainant _____

Date of receipt of the formal complaint in writing _____

Date the written station response was written to the complainant _____

Date on which organised follow-up with complainant (e.g. meeting) _____

Provided LCA contact details to complainant, if necessary _____

Name of Station Representative: _____

Position: _____

Signed: _____ Date: _____