



**Seventh-day
Adventist Church**
LESOTHO CONFERENCE



Main South 1 Road
P.O. Box 714
Maseru 100, Lesotho
Tel: +266 2231 2664
Email: lc@lesotho.adventis



19th June 2024

Board of Directors
Lesotho Communications Authority
30 Princess Margaret Road, Old Europa
Maseru

Dear Sir/ Madam

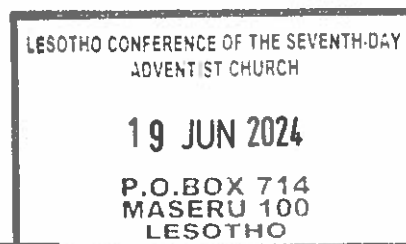
**ADVENTIST WORLD RADIO LICENSE
APPLICATION**

As Adventist World Radio Lesotho (AWR Lesotho), we humbly ask for our broadcasting license application documents which are submitted to your organization to be published for public consumption. Our primary goal is to serve Basotho nation with transparent and effective broadcasting services hence their perusal through our application is a valuable proceeding.

We thank your organisation for the guidance which we have been given through the entire application process.

Yours sincerely

Sebakeng Pekosela Communication Director
+266 6250 9924





ADVENTIST WORLD RADIO (AWR) LESOTHO

Business Plan



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1. Statement of Purpose, Guidelines, Business Activities and Sources of funding

Statement of Purpose

AWR Lesotho is a subsidiary of the Adventist World Radio, which is an institution of the General Conference of the Seventh-day Adventists established to proclaim the everlasting gospel to the entire world in harmony with scriptural commands through various types of radio and internet broadcasting.

A priority is placed on broadcasting to areas that have limited opportunity for outreach activities, low membership to population ratios and large territories, the inability to access other broadcast media, and other special circumstances. Such unreached people groups are found, for instance, in the countries such as Lesotho. Adventist World Radio uses local languages for broadcasting in order to reach the largest number of people.

Operating Guidelines

Operating guidelines recommended by the Board and approved by the General Conference Executive Committee shall assist the administration of Adventist World Radio Lesotho in its various operations.

Adventist World Radio carries out its mission through denominationally owned and operated regional offices, operations Centres, and broadcast stations; it may also lease air time from other stations.

Business Activities

Since Adventist World Radio is an unincorporated subsidiary of the General Conference of Seventh-day Adventists, and the work of the General Conference is delegated to divisions, unions and conferences/missions/fields around the world, Adventist World Radio may develop agreements with these entities for providing legal standing or for general business activities such as: using office space or holding property, hiring employees, accounting and payroll processes, receiving donations, reporting to governments, establishing bank accounts, determining appropriate programming, use of the Adventist World Radio name and logo, and other related matters.

Adventist World Radio generally works with the highest level of church organization in the country where its respective offices are located and, as far as applicable, follows the policies of that particular organization.

Adventist World Radio indemnifies these church organizations for liabilities that may be incurred in direct relationship to Adventist World Radio's business activities.

Broadcast Services

Adventist World Radio collaborates with the divisions and their unions by planning broadcasts to areas of mutual agreement. Generally, for shortwave radio, it is the unions or divisions that operate production studios and care for follow-up of listeners while Adventist World Radio distributes and broadcasts some of the programs. Adventist World Radio determines what programming is appropriate for broadcast on its networks. In addition, Adventist World Radio provides technical expertise, training of personnel, and, in approved instances, equipment. Additional assistance is evaluated on a case-by-case basis.

Financial Record Keeping

Adventist World Radio maintains its own financial accounts, including the receipting of donations and the recording of other income, and the payment of expenses. Salaries of Adventist World Radio employees are usually paid through the church organization in the territory where they are located.

Sources of Funding

Adventist World Radio is funded through appropriations from the General Conference, an annual world offering, a percentage of any combined offering plans covering world missions' offerings (i.e. world budget, one offering plan, etc.), other donor-designated offerings, private donations from individuals, and philanthropic planned giving instruments.

2. Lesotho Industry Overview

A radio station is a subset of the broadcasting media industry and focuses on listenership as its primary audience.

In Lesotho, radio audiences are growing due to increasing levels of education, which have led to consumer health consciousness, participation in politics and religion, sports and other forms of entertainment.

While the number of radio stations has increased over the years, the love for radio has equally improved as listeners demand premium, breaking news and talk shows.

The local radio broadcasting sector is an important part of a growing democracy which educates Basotho about their basic human rights including the right to vote and freedom of speech and association.

In essence, radio plays a significant role in communicating public and private announcements in the urban, mountain and foothills areas that the medium is regarded as a need in every household.

The radio landscape in Lesotho has seen tremendous changes in the last 20 years; it has grown from the state-owned single station to the more organized and far-reaching privately-owned ventures. The introduction of commercial and religious radio licensing has made it easier for broadcasters to reach out to a larger market far beyond the areas where the physical radio stations are located.

It is interesting to note that more radio stations are available on the internet and have started to include social media online platforms such as Facebook, WhatsApp and twitter. It creates broad listenership that appeals to audiences of all ages; the average listener would now want to listen to the radio online.

Overall, starting a religious broadcast radio in Lesotho is a profitable undertaking in the long run once loyalty to followers is established and it is open for aspiring entrepreneurs or corporate to come in and promote their products and services on the station.

There can be a choice to start on a small scale with coverage in key towns or start on a large scale with nationwide coverage all across the Lesotho ten districts.

3. Executive Summary

AWR Lesotho will be registered as a religious radio station that will be located in the capital Maseru. It will be a standard small radio facility in one of the most ideal locations for a growing urban population with supporting studios in Maseru's Hoek and Hlotse in Leribe. It is going to offer a wide range of Christian programs to a wide range of young and old listeners.

There are several radio stations all around Maseru and elsewhere in the districts that also broadcast religious programmes, but our gospel and music will be different from what our competitors are offering.

We know that radio listeners are starving from the gospel we carry, which is the reason why we want to establish a religious radio station that will go the extra mile to get them satisfied when they listen to our message.

AWR Lesotho will ensure that all our listeners are given first class programming and treatment whenever they listen or visit our studios. We have a communications programme that will enable us manage a one on one relationship with our listeners no matter how far or near, big or small, they are. We will ensure that we get our listeners involved in the selection of the programming that will be on our lineup.

We are aware of the deviating trend in the radio broadcasting industry but we are going to stick to our mandate of a religious station as required by the Lesotho Communications Authority (LCA) regulations. We will also operate a healthy living driven programming where our listeners would be encouraged to eat healthy and exercise. There will also be life skills survival programs which are meant to develop livelihoods of Basotho as the nation.

Although the radio is launching out in the three districts, there are plans to have countrywide studios in future.

4. AWR Lesotho target audience

AWR Lesotho target audience is typically defined by age, economic, educational, racial, cultural and possibly geographic characteristics. For AWR, with its global spiritual mission, our target audience includes many of these characteristics. However, AWR's primary defining characteristic is psychographic. AWR defines its target audience as all who recognize the spiritual dimension of their lives and are seeking to grow in spiritual understanding. It includes all who are "spiritually sensitive," with the goal of leading them to become passionate disciples of Jesus Christ.

AWR Lesotho aims to broadcast (50%) Sesotho and (50%) English, targeting listeners of all ages both in Maseru, Leribe and Mophale's Hoek as well as other districts and the neighboring South Africa where transmission is available on FM and MW.

AWR Lesotho will:

1. Communicate hope by focusing on the life that is complete in Jesus Christ.
2. Present the distinctive message and beliefs of the Seventh- day Adventist Church.
3. Reach people receptive to spiritual values and help them mature in their faith.
4. Attract diverse age and cultural groups by encouraging development of programming with a variety of emphases.
5. Provide in the mix of its programming an attractive window on the global Seventh-day Adventist Church.
6. Create programming that encourages viewers to attend local Adventist churches.
7. Produce programming that reflects the Adventist Church's strategic values of Quality of Life, Unity, Growth and Revival through the Bible.
8. Integrate its programming with the major evangelistic and discipling initiatives of the world church.
9. Encourage Adventist entities and producers to create new programming.
10. Produce flagship programs that reinforce the network's identity.
11. Create a unique identity and brand for the network

5. Roll out plan and footprint

As part of our extended programming, we would also like to work with hospitals and prisons to soothe patients and lonely inmates respectively with our tailor-made programming.

The radio station will become their link to the outside world in the company of nurses and prison warders. Programming will be transmitted to the wards and cells via cables from a studio which feeds into the bedside headphones of the patients and inmates. The radio will encourage their participation with their choice of programmes and music throughout the day and night where possible.

In future, we plan to acquire an outside broadcast van and open more studios in all ten Lesotho districts. Our state-of-the-art studio technology will:

- produces network-wide results out of the single cell-based results
- allow to analyse the radio network
- allow to simulate changes of the network parameter
- allow to simulate changes of the network design
- allow to optimise the radio network
- allow to plan the future roll-out phases
- produce statistics on the selected results each service needs

6. Our Business Structure

AWR Lesotho intends to build a standard religious radio station from the onset hence the need to follow due process when it comes to setting up a structure for the business. We will ensure that we put the right structure in place that will support the kind of growth that we have in mind.

We will ensure that we hire people that are qualified, honest, listener and customer and listener centric and are ready to work to help us build a prosperous religious radio business that will benefit all our stakeholders. As a matter of fact, incentives will be made available to all our staff and it will be based on their performance.

For fully employed personnel, the entry level is Certificate, Diploma and Bachelor's Degree. In view of that, we have decided to hire qualified and competent personnel to occupy the following positions:

- Station Manager - CEO
- Programmes Manager
- Human Resources and Admin Manager
- Sales and Marketing Manager
- Information Technologist
- Accountant/Cashier
- Radio presenters (8)
- Receptionist
- Driver
- Cleaner

7. Job Roles and Responsibilities

Station Manager - CEO

- Increases management's effectiveness by recruiting, selecting, orienting, training, coaching, counseling, and disciplining managers; communicating values, strategies, and objectives; assigning accountabilities; planning, monitoring, and appraising job results; developing incentives; developing a climate for offering information and opinions.
- Creates, communicates and implements the organization's vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization's strategy.
- Responsible for fixing prices and signing business deals
- Responsible for providing direction for the business
- Responsible for signing contracts and other documents on behalf of the company
- Evaluates the success of the organization

Admin and HR Manager

- Responsible for overseeing the smooth running of HR and administrative tasks for the organization
- Maintains studio and office supplies by checking equipment and stationery
- Ensures operation of equipment by completing preventive maintenance; calling for repairs
- Enhances department and organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.
- Defines job positions for recruitment and managing interviewing process
- Carries out induction of new team members
- Responsible for training, evaluation and assessment of employees
- Responsible for arranging travel, meetings and appointments

Programmes Manager:

- Responsible for managing the daily activities of the station
- Ensures that proper programming is achieved
- Ensures that the studio facility is in tip top shape and programmes are properly arranged and easy to present
- Controls programmes distribution and allocation amongst radio announcer teams
- Supervises the radio presenters

- Manages listener relations, station visits, field visits, and the ongoing education and development of the organizations' radio announcer teams
- Responsible for planning programming, monitoring schedules, selecting announcers, and writing and producing

Sales and Marketing Manager

- Identifies, prioritizes, and reaches out to new partners, and business opportunities
- Identifies development opportunities; follows up on development leads and contacts
- Responsible for supervising implementation, advocate for the customer's needs, and communicate with clients
- Develops, executes and evaluates new plans for increasing sales
- Represents the company in strategic meetings
- Helps to increase sales and growth for the company

Information Technologist/Technician

- Manages the organization website
- Handles ecommerce aspect of the business
- Responsible for installing and maintenance of computer software and hardware for the organization
- Responsible for the smooth operation of technical studio and transmitter equipment
- Manage radio software, Web servers, e-commerce software and POS (point of sale) systems
- Manage the organization's CCTV
- Handles any other technical and IT related duties.

Accountant/Cashier:

- Responsible for preparing financial reports, budgets, and financial statements for the organization
- Provides managements with financial analyses, development budgets, and accounting reports
- Responsible for financial forecasting and risks analysis
- Performs cash management, general ledger accounting, and financial reporting
- Responsible for developing and managing financial systems and policies
- Responsible for administering payrolls
- Ensures compliance with taxation legislation
- Handles all financial transactions for the organization
- Serves as internal auditor for the organization

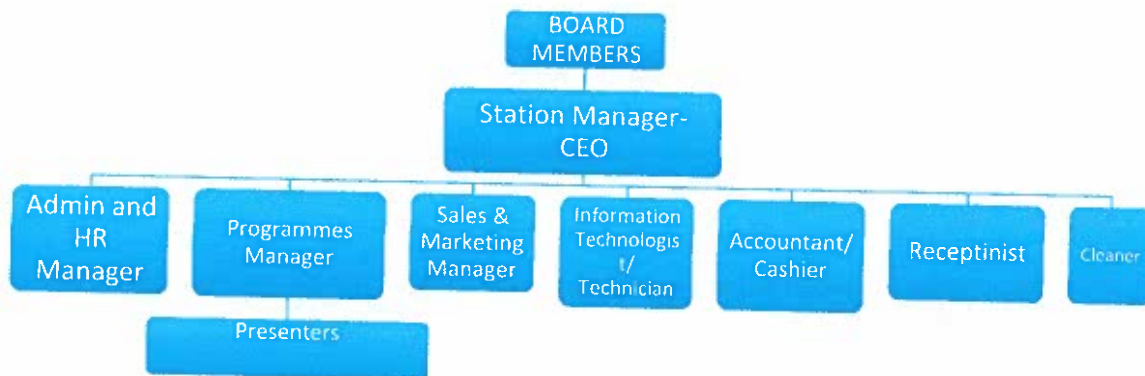
Receptionist

- Ensures that all contacts with clients (e-mail, walk-In center, SMS or phone) provides the client with a personalized customer service experience of the highest level
- Through interaction with customers on the phone, uses every opportunity to build client's interest in the company's products and services
- Manages administrative duties assigned by the human resources and admin manager in an effective and timely manner
- Consistently stays abreast of any new information on the organizations' radio products and services, promotional campaigns etc. to ensure accurate and helpful information is supplied to customers and listeners when they make enquiries

Cleaner:

- Responsible for cleaning the radio station at all times
- Ensures that toiletries and supplies don't run out of stock
- Handles any other duty as assigned by the station manager.

AWR Lesotho organogram with Station Manager and Presenters



8. Compliance with license terms, laws and regulatory directives

AWR Lesotho will comply with the stipulations of the Broadcasting Code 2022. We aim to provide content for all age groups to inform, educate, and entertain. It will address cross cutting socio-economic and political issues that are close to the Basotho nation. The station will specifically advance Basotho culture, traditions and laws that promote Christian values.

We will broadcast with impartiality to people of all walks of life irrespective of their religious and political affiliations.

9. Disclaimer

AWR Lesotho is fully committed to abide by the laws and regulations as set out by the Broadcasting Code 22 and the Lesotho Communications Authority (LCA) as its implementing agency. Under the laws, AWR Lesotho is committed to broadcast content that is fair and honest, to maintain impartiality in all its programmes, to broadcast material that is not harmful to children and one that does not promote profanity or hate speech.

(This disclaimer will be played frequently on-air to live up to that commitment).

10. Complaints management

Our complaints procedure will comprise a complaints panel that will be made up of the station manager (CEO), HR and Admin manager, sales and marketing manager and programmes manager. The HR and Admin manager will forward the complaint to the complaints panel for review and take appropriate action. The panel will make recommendations to the station manager, who will then give direction. The complainant will go to HR and Admin Manager in our Maseru office or studio managers in the districts, who will then fill a complaint form, on behalf of complainants who viewed their grievances either in person, email, telephone or social media.

Complaints procedure

- HR and Admin manager will forward the complaint to the Complaints Panel within one working day upon receipt of the complaint
- The Complaints Panel will sit to review the complaint and take necessary action within two working days
- The Complaints Panel will make recommendations to the station manager, who will grant direction within one working days upon receipt of the recommendations from the Complaints Panel
- Resolution to all complaints should be made within seven working days
- Corrections and apologies can be made on air if the aggrieved party felt they were misquoted or misrepresented
- Unresolved complaints will be escalated to the Broadcasting Disputes Resolution Panel of the LCA or the courts of law.

11. Fault Reporting

AWR Lesotho will use telemetry technology to detect faults from remote transmitter sites.

- Reports from listeners will be received by technicians on duty, who will work on them and enter the faults in the log book
- Technicians will work on the problem
- If they cannot solve the problem, our chief technician will be informed
- The chief technician will report the problem to the LCA by telephone followed by email

- The chief technician will get feedback from the LCA and make a report on the findings

12. Radio programming

The requirements of listeners of radio stations are not the same. To serve them, AWR Lesotho will need to know many facts about them. We should be able to know:

- Number of people — i.e. the total population of the area
- Number of men and women — Sex ratio
- Literate people/Illiterate people
- The languages spoken in the area.
- Schools/Colleges
- Children going to school
- Health facilities — availability of doctors, primary health centre, clinics, hospitals.
- Any major diseases
- Religions in the area-population wise
- Power supply
- Nearest radio stations/Television stations
- Climate of the place
- Main occupation of the people
- Income per head/people below poverty line
- Roads/transport facilities
- Irrigation facilities
- Number of people engaged in agriculture/other occupations.
- Types of crops.

We will need to know these facts to decide the language, the type of broadcast, timing of programmes etc. Radio formats therefore will be decided on the basis of the needs of the audience.

SUMMARY OF PROGRAMING

Morning Devotion Prayer sessions

This is the program where different preachers or Pastors will be invited to give messages of hope and morning prayer to listeners and radio station staff.

Daily News

At these juncture Local and international current affairs will be given. This would be prepared and scrutinized by Journalists and Program Manager.

My Bible Time

Different scriptural topic of discussions from the Bible will be facilitated by the Journalist in discussion with the public. The aim of this session is to engage listeners in answering different national challenges which can be fixed from religious ethics, example challenge of Crime and morality etc.

Children stories

Programs of AWR Lesotho are meant to alleviate different age groups, this program is catered to answer different challenges of the kids in their various age groups. This is where they will be engaged and be given motivations by skilled and trained personnel who have ability to reach out to the young ones. Program Manager and Her team will be focusing on special needs of kids.

Business Drive

Amongst many challenges that Basotho face is the recreation of job opportunities and this program is meant to encourage and motivate Basotho to engage in creating businesses. This is where private sector, different entrepreneurs and relevant government departments will be invited to give guidance and motivation to different business opportunities. With perfectly managed journalism strategies this program is meant to equip and alleviate Basotho Nation from poverty.

Bible School

This program is catered for topic fundamentals from the Bible which are inclusive to all members of the public where sequence of religious topics will be given. This program is inclusive to all age groups and it shall be once in a week.

Youth Show

Youth Show is the program which is meant to cover all needs and challenges of the Youth. The entire program will be arranged to answer different challenges and needs that our local Youth go through. This is the program which is meant to transform the livelihoods of the Youth both in school and as young professionals.

Our Elders

This program is arranged to answer challenges facing elders, health issues and numerous motivations which are related to Elderly group will be given by experienced experts. Messages of hope and several topics of discussions which affect their age group shall be addressed.

Stewardship Program

This is an awareness program where listeners will be given several messages of awareness that they responsible for their country and the stewards. Responsibilities of each citizen will be addressed in various topics which are meant to liberated them in responsibilities and approach of their country. This program is meant to answer realities of life from the primary unit of the society (Families) to the national institutions.

Sports Show

Different updates from local and international sports activities will be given. This program is catered for all age groups and it meant to add value to sports activities in Lesotho. It shall be done by engaging different sports professionals and experts.

Sabbath Opening and Sabbath Closing

This are short sermons or messages of hope which shall be given on every Friday Sunset and Saturday sunset. These sermons shall be accommodative to all members of the public and they will be given by different preachers or Pastors.

Family talk

Numerous family activities will be addressed in this program, this program shall address different topics which are related to family life. The aim is to build Basotho families and enhance standard of living through family transforming topics and discussions.

Education Program

Different topics related to education and engagement of the listeners regarding education will be discussed. This program is meant to promote education in various groups and holistically encourage Basotho in different forms of education. Relevant Ministries and professionals shall be engaged in this platform.

Health talk show

The awareness and holistic education of different ailments will be discussed. This program is meant to give different health tips to the listeners and various health professionals and institutions will be engaged in different health related topics.

Bahlabolli Prayer Session

This is a psychological program where various psychologists and health related professionals will give motivational talks to the listeners and pray with them in their different prayer requests.

Prayer Testimonies

Some listeners like to share their spiritual testimonies to motivate others and this program shall be catered for such alleviations where listeners will be giving their different religious motivations through their testimonies.

AWR Lesotho Programs

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Time	Program	Program	Program	Program	Program	Program	Program
04:00AM	Morning Devotion	Morning Devotion	Morning Devotion	Morning Devotion	Morning Devotion	Morning Devotion	Morning Devotion
05:00AM	Prayer Session	Prayer Session	Prayer Session	Prayer Session	Prayer Session	Prayer Session	Prayer Session
06:00AM	Daily News	Daily News	Daily News	Daily News	Daily News	Daily News	Music
07:00AM	My Bible Time	My Bible Time	My Bible Time	My Bible Time	My Bible Time	My Bible Time	My Bible Time
08:00AM		Business Drive	Business Drive	Business Drive	Business Drive		
09:00AM	Children stories	Business Drive	Business Drive	Business Drive	Business Drive	Business Drive	Bible School
10:00AM	Sermonate	Stewardship Program	Stewardship Program	Stewardship Program	Stewardship Program	Stewardship Program	Stewardship Program
11:00AM		Stewardship Program	Stewardship Program	Stewardship Program	Stewardship Program	Stewardship Program	Stewardship Program
12:00PM	Daily News	Daily News	Daily News	Daily News	Daily News	Daily News	Music
13:00PM	Youth Show	Youth Show	Social development	Youth Show	Social development	Youth Show	Youth Show
14:00PM	Our Elders	Stewardship Program	Stewardship Program	Stewardship Program	Stewardship Program	Stewardship Program	Stewardship Program
15:00PM		Stewardship Program	Stewardship Program	Stewardship Program	Stewardship Program	Stewardship Program	Stewardship Program
16:00PM	Daily News	Daily News	Daily News	Daily News	Daily News	Daily News	Music
17:00PM	Sports Show	Health talkshow	Health talkshow	Health talkshow	Health talkshow	Sabbath Opening	Sabbath Closing
18:00PM		Health talkshow	Health talkshow	Health talkshow	Health talkshow	Sabbath Opening	Sabbath Closing
19:00PM	Family Talk	Education Program	Stewardship Program	Education Program	Stewardship Program	Education Program	Health talkshow
20:00PM	Daily News	Daily News	Daily News	Daily News	Daily News	Prayer & Testimonies	Prayer Session
21:00PM		Daily News	Daily News	Daily News	Daily News	Prayer & Testimonies	Prayer Session
22:00PM	Bahlabolli	Bahlabolli	Bahlabolli	Bahlabolli	Bahlabolli	Bahlabolli	Bahlabolli
23:00PM	Prayer Session	Prayer Session	Prayer session	Prayer Session	Prayer Session	Prayer Session	Prayer Session
24:00PM		Prayer Session	Prayer session	Prayer Session	Prayer Session		
01:00PM	Music	Music	Music	Music	Music	Music	Music

13. Radio formats

AWR Lesotho radio formats will be split into three parts:

- (a) Spoken Word or Human Voice
- (b) Music
- (c) Sound Effects

All of our radio formats will have the above three ingredients.

1. Announcements: These will be specifically written clear messages to inform. They can be of different types. For example station/programme identification. These mention the station you are tuned into, the frequency, the time and the programme/song you are going to listen to. These announcements might become informal and resemble ordinary conversation. There could be more than one presenter in some programmes like magazines.

2. Radio talk: The radio talk probably is the oldest format on radio. We will invite experts or prominent persons to speak for 10 or 15 minutes on a specific topic. These talks will have to go through a process

3. Radio interviews: There can be different types of interviews in terms of their duration, content and purpose. Firstly, there will be full-fledged interview programmes. The duration of these will vary from 10 minutes to 30 minutes or even 60 minutes depending up on the topic, and the person being interviewed. Most of such interviews will be personality based.

The long interviews will be with well-known Basotho in the field of public life, literature, science, sports, films, education, business, etc. Secondly, there will be interviews which will be used in various radio programmes like documentaries. Here the interviews will be short, questions specific and not many. The purpose is to get a very brief, to the point answer.

Thirdly there will be a lot of interviews or interview based programmes in news and current affairs programmes. With phone-in-programmes becoming popular, the live interviews with listeners will be interactive. There is another type of interview based programme. Here generally just one or two questions are put across to ordinary people or people with knowledge on some current topic to measure public opinion. For example when the general budget or the education budget is presented in the parliament, our presenters will go out and ask the general public about their opinion. Their names and identity may not be asked. Such programmes are called 'vox pop' which is a Latin phrase meaning 'voice of people'. Our radio interviewers will have to be very inquisitive and hard working with good general awareness and communication skills.

4. Radio discussions: Through a discussion we can find out a solution to problems. In any discussion there are more than two or three people and then ideas can be pooled to come to

some conclusion. In radio, this technique will be used to let people have different points of view on matters of public concern. Radio discussions will cover social or economic issues which may be controversial. Different experts will be invited to meet and discuss such issues so that people could understand various points of view.

Generally, these discussions will be of longer duration-say 15 to 30 minutes. Two or three people who are known for their views and a well-informed senior person or journalist who acts as a moderator will take part and discuss a particular topic for about 30 minutes. The moderator will conduct the discussion, introduce the topic and the participants and ensure that everyone gets enough time to speak and all issues are discussed.

5. Radio documentaries/features: Unlike documentary films, radio documentaries have only sound – i.e. the human voice, music and sound effects. We will have radio documentaries based on real sounds and real people and their views and experiences. Our radio documentaries will be based on facts presented in an attractive manner or dramatically. We will use human voice, script, music and sound effects very effectively.

6. Radio drama: Our radio dramas will use the power of imagination and suggestively. The voice of the actors, music and sound effects will create any situation in a radio play.

7. Running commentaries: Our commentators will give listeners all the details of the match such as the number of players, the score, position of the players in the field etc. So by listening to the running commentary, listeners will get a feeling of being in the stadium and watching the match. The commentator will have good communication skills, a good voice and knowledge about what is going on. Running commentaries on radio will be on various sports events or on ceremonial occasions like Moshoeshoe's Day or events like festivals, swearing in ceremonies, funerals of national leaders etc. We also hope to run commentaries on mobile phones.

8. Magazine programmes: Our radio magazine will broadcast at a particular time on a particular day of the week or month. It will have plenty of variety in content such as talks, discussions, interviews, reviews, music etc. The duration of each programme or item in a magazine programme will also vary. Another characteristic of our radio magazine is that it will have a signature tune.

9. News: Among all the spoken word formats on radio, news is the most popular. News bulletins and news programmes will be broadcast every hour. Duration of news bulletins will vary from five to 30 minutes. The longer news bulletins will have interviews, features, reviews and comments from experts.

10. Music: Music – especially gospel and Acappella – will be the mainstay in AWR Lesotho. Music will be used in different programmes. These include signature tunes, music used as effects in radio plays and features. Lesotho has a great heritage of music and our radio will reflect that.

15. SWOT Analysis

We decided to broadcast in Maseru, Maseru, Maseru, Maseru and the surrounding towns in order to test run the business for a period of three to six years to know if we will invest more money, expand the business and then broadcast all over the country.

We are quite aware that it will be very costly, which is why we are following the due process of establishing a new radio business.

We know that if a proper SWOT analysis is conducted for our business, we will be able to position our business to maximize our strength, leverage on the opportunities that will be available to us, mitigate our risks and be equipped to confront our threats.

AWR employed the services of an expert Business Analyst with bias in media broadcasting to help us conduct a thorough SWOT analysis and to help us create a business model that will help us achieve our business goals and objectives.

This is the summary of the SWOT analysis that was conducted for AWR Lesotho:

- **Strength:**

Part of what is going to count as a positive for us is the fact that we are centrally located. The business model we will be operating on, varieties of payment options, wide range of radio programming and our excellent customer service culture will definitely count as a strong strength for AWR Lesotho.

- **Weakness:**

From our findings, one major weakness that may count against us is the fact that we are a religious radio station and we don't have the financial capacity to compete with long established commercial radios that also broadcast religious programmes.

- **Opportunities:**

The fact that we are going to be operating our radio station in the capital Maseru provides us with unlimited opportunities to sell our programming to a large audience.

We have been able to conduct thorough feasibility studies and market survey and we know what our potential audience and clients will be looking for when they listen to our radio; we are well positioned to take on the opportunities that will come our way.

- **Threat:**

We are aware that one of the major threats that we are likely going to face is economic downturn. Another threat that may likely confront us is the arrival of other new radio stations who would want to engage our listenership in the same locations where our transmission can reach.

16. MARKET ANALYSIS

- **Market Trends**

It is important to state that any trend that is applicable to business in the media industry is also applicable to the radio broadcasting sector. The media business has been in existence for as long as humans started using communications technology, but one thing is certain, the media industry that the radio broadcasting business is a part of is still evolving.

The introduction of technology and subsequently online radio has indeed helped in reshaping the industry. It is now a common phenomenon for radios to leverage on technology to effectively predict audience patterns and to strategically position their programs to meet their needs.

If you are a close observer of the local trends in the broadcasting business, you will agree that the radio listenership is anticipated to increase due to growing politics mobilization, health consciousness, educational and other programmes.

As the audience ratings increase, so is the demand for premium time by advertisers to promote their products and services. Equally, the number of radios has also been increasing. Listeners are benefiting from the radio guests and experts, and staff are undergoing further training to improve their skills. It would be expected that players in the radio industry will continue to increase revenue generation for their businesses.

- **Macro-environment**

The PEST factors greatly influence AWR Lesotho's competitive position.

Political

The passage of a bill into law to license journalists as per National Reforms Authority's recommendations could place some control on how AWR and the rest of the radios operate. Politicians and the public at large are becoming increasingly impatient with the apparent unprofessionalism of journalists, especially the abuse of radio and social media.

Economic

The Covid-19 pandemic combined with the ever increasing fuel and food prices have resulted in the increase of distribution costs and reduction of both sales and advertising revenue. Recovery of the economy would mean a huge opportunity to gain both market share and sales.

Social

Preference for radio is increasing away from print media while there is also marked interest in social media and online publications.

Technological

AWR must take advantage of the technology to become competitive as the many of the radios are still trying to do catch up into 2024. Podcasts are a good start and of particular importance to the AWR brand.

While the profile reveals threats in all dimensions, there is an immediate opportunity in the social and technological dimensions.

17. Our Target Market

Those who are the end consumers of radio is all encompassing; it is far – reaching. Every household listens to radio, so are travelers on car stereos and online platforms should be able to sell radio programming to as many people as possible.

- **Our Competitive Advantage**

The radio industry has become much more intensely competitive over the last 20 years. As a matter of fact, radio announcers have to be highly creative, customer centric and proactive if they must survive in this industry. We are aware of this stiff competition and we are prepared to compete favorably with other leading radios in the country.

We will ensure that we have a wide range of programs and expert guests available in our studio at all times. It will be difficult for listeners to tune to our radio and not be hooked forever. Our excellent presentation and customer service culture, online broadcasting, various payment options and highly secured and advanced studio facility will serve as a competitive advantage for us.

Lastly, our employees will be well taken care of, and their welfare package will be among the best within our category in the industry meaning that they will be more than willing to build the business with us and help deliver our set goals and achieve all our objectives.

18. Sales and marketing strategy

- **Sources of Income**

AWR Lesotho is in business to broadcast a wide range of programs to the residents of Lesotho. We are in the industry to minister the gospel while we also maximize profits and we are going to go all the way out to ensure that we achieve our business goals and objectives. Our source of income will be:

- Advertising
- Promos
- Donations
- Grants
- Memberships from sponsors
- Selling merchandise products

19. Sales Forecast

One thing is certain in this business, if your station is stocked with a wide range of programs and centrally positioned, you will always attract listeners and advertisers cum sales and that will sure translate to increase in revenue generation for the business.

We are well positioned to take on the available market in Maseru and the surrounding towns and we are quite optimistic that we will meet our set target of generating enough income from the first six months of operation and grow the business and our clientele base.

We have been able to examine the radio broadcasting industry, we have analyzed our chances and we have been able to come up with the following sales forecast. The sales projections are based on information gathered on the field and some assumptions that are peculiar to radio startups in Lesotho.

- **First Fiscal Year:** M1, 200,000
- **Second Fiscal Year:** M1, 250,000
- **Third Fiscal Year:** M1, 300,000

N.B: This projection was done based on what is obtainable in the industry and with the assumption that there won't be any major economic meltdown and there won't be any major competitor offering the same programming as we do **within** the same location. Please note that the above projection might be lower and at the same time it might be higher.

- **Marketing Strategy and Sales Strategy**

Before choosing a location for AWR Lesotho, we conducted a thorough market survey and feasibility studies in order for us to be able to penetrate the available market and become the preferred choice for residents of Lesotho. We have detailed information and data that we were able to utilize to structure our business to attract the number of listeners and customers we want to attract per time.

We hired experts who have good understanding of the radio industry to help us develop marketing strategies that will help us achieve our business goal of winning a larger percentage of the available market in Maseru and other districts where we will have coverage.

In summary, AWR Lesotho will adopt the following sales and marketing approach to win listeners and customers over:

- Open our radio station in a grand style with a party for all.
- Introduce our radio by sending introductory letters alongside our brochure to households, businesses, NGOs and key stake holders in and around Maseru, Mohale's Hoek and Leribe.
- Ensure that we have a wide range of news and music programmes at all times.
- Print out fliers and business cards and strategically drop them in offices, universities and colleges, public facilities such as bus stop areas et al.
- Use friends and family to spread word about our radio station
- Place a small or classified advertisement in the newspaper, or local publication about our station
- Make use of attractive hand bills and bill boards to create awareness and also to give direction to our station

- Position our signage/flexi banners at strategic places around Maseru
- Position our greeters to welcome and direct potential listeners and customers
- Create a loyalty plan that will enable us reward our regular listeners and customers
- Engage in roadshows within the city and our neighborhoods to create awareness for our radio station.

20. Publicity and Advertising Strategy

Even though our station is well located, we will still go ahead to intensify publicity for the business. AWR Lesotho has a long term plan of opening offices in various locations all around the country which is why we will deliberately build our brand to be well accepted in Maseru, Leribe and Mohale's Hoek before venturing out.

As a matter of fact, our publicity and advertising strategy is not solely for winning listeners and customers over but to effectively communicate our brand. Here are the platforms we intend leveraging on to promote and advertise AWR Lesotho.

- Place adverts on community based newspapers, radio and TV stations.
- Encourage the use of word of mouth publicity from our loyal listeners and customers
- Leverage on the internet and social media platforms like YouTube, Instagram, Facebook, Twitter, LinkedIn, Snapchat, Google+ and other platforms to promote our station.
- Ensure that we position our banners and billboards in strategic positions all around Maseru and other districts
- Distribute our fliers and handbills in target areas in and around our neighborhood
- Advertise our radio station in our official website and employ strategies that will help us pull traffic to the site
- Brand all our official cars and vans and ensure that all our staff members wear our branded shirt or cap at regular intervals.

21. Our Pricing Strategy

Pricing is one of the key factors that give leverage to business and a radio business is not an exception. It is normal for consumers to go to places where they can get products and services at cheaper prices which is why big players in the industry attract loads of consumers.

We have the capacity to compete with old established leading broadcasters but we will ensure that the prices of all advertising slots that are available in our station are competitive with what is obtainable amongst radio stations within our level.

- **Payment Options**

The payment policy adopted by AWR Lesotho is all inclusive because we are aware that different customers prefer different payment options as it suits them but at the same time, we will ensure that we abide by the financial rules and regulations of Lesotho.

Here are the payment options that AWR Lesotho will make available to clients:

- Payment with cash
- Payment via credit cards/Point of Sale Machines (POS Machines)
- Payment via online bank transfer
- Payment via mobile money transfer (Mpesa or Ecocash)

In view of the above, we have chosen banking platforms that will enable our clients make payment for adverts and promos purchased without any stress on their part. Our bank account numbers will be made available on our website and promotional materials to clients who may want to deposit cash or make online transfer for our services.

23. Sustainability and Expansion Strategy

It is an established fact that the future of a business lies in the number of loyal customers that they have, the capacity and competence of the employees, their investment strategy and the business structure. If all of these factors are missing from a business, then it won't be too long before the business closes shop.

One of our goals of starting this business is to build a religious radio station that will survive off its cash flow without injecting finance from external sources once the business is officially running. We know that one of the ways of gaining approval and winning listeners and customers over is to retail programming a little bit cheaper than what is obtainable in the market and we are prepared to survive on lower profit margin for a while.

AWR Lesotho will make sure that the right foundation, structures and processes are put in place to ensure that our staff welfare are well taken of. Our company's corporate culture is designed to drive our business to greater heights and training and retraining of our workforce is at the top burner.

We know that if that is put in place, we will be able to successfully hire and retain the best hands we can get in the industry; they will be more committed to help us build the radio business of our dreams.

24. AWR Lesotho Long Term Training and Building Capacity Plan

While AWR Lesotho would prefer to hire journalists with reporting experience on a newspaper or radio station in addition to any relevant qualification achieved, a voice, enthusiasm and intelligence will set a skillful broadcaster apart. Our best form of training will include both theoretical and practical aspects of radio broadcasting for both rookie and seasoned presenters.

We will have strong links with the local universities and colleges such as the Limkokwing University of Creative Technology and IEMS of the National University of Lesotho that offer media training courses as part of our continued staff training. It is very important that their courses should include work experience in a genuine work environment.

We will regularly recruit small numbers of trainees for specific job categories; either at school-leaver level for technical or administration jobs, or at graduate level for studio manager, radio production and news trainee places. Our district news trainee schemes will offer training at our North and South regional studios in Leribe and Mohale's Hoek respectively.

Professional individuals and institutions both from local and abroad will offer training workshops while bodies like the Media Institute of Lesotho will also help with the training of our radio staff. Our membership with professional media institutes will also ensure that we meet and maintain industry standards of professionalism and training.

25. TECHNICAL PLAN

On Air Radio Studios x 3 (2 Studios in Maseru building, 1 in Hlotse and 1 in Mohale's hoek)

Item	Description	Qty
1.	Playout, logger, and edit pcs, 4x usb, 1x hdmi, 1x Vga, Windows 10 64bit, intel core i5, 8GB DDR4-2400 Ram, 500GB HDD	4
2.	K&M Studio Professional Desktop K & M mounting Flange kit	4
3.	Monitor screen for logger, edit & On air PC with cables. Samsung 24 FHD IPS Monitor	4
4.	Manhatan Dual LCD Monitor mount pole	4
5.	Audio mixer: 8 faders, 6 mic inputs, 12 stereo inputs, 2 telephone hybrids, EQ on all mic channels, 2 USB send/return channels, master faders, external input, record output. Soundcraft 8 channel	4
6.	Wooden Finish Custom made On Air Desk	8
7.	Koda Saturion Chairs	16
8.	Telephone hybrids. 4G Telephone	4
9.	Dynamic Studio Microphones. Rode NT1 signature condenser	16
10.	Studio Headphones: Closed-Type High-Performance	16
11.	4 Channel headphone amplifier-HA400	4
12.	Studio monitor speaker, powered, (pair). M-audio Bx4	4
13.	K&M Studio Professional mic desk poise arms with clamps and Flange kit	16
14.	Radio Automation Broadcasting Software	4
15.	Radio Station Logger Software	4
16.	Studio ON-AIR Light	4
17.	Studio Clock	4
18.	OB Audio Codecs (pair)	4
19.	Sound Acoustics abzorba panel	16
20.	Equipment Rack + mounting screws	4
21.	Tenda 300Mbps Wifi router and Repeater	4
22.	Network Switch with SFP port	5
23.	Accessory hardware, Cables, connectors materials and external drive	4

TOTAL

Production Radio Studio X 1

Item	Description	Qty
1.	Production Pc ,4x usb,1x hdmi,1x Vga, with External 1TB HDD Windows 10 64bit, 8GB DDR4-2400 Ram, 500GB HDD	1
2.	Monitor screen with cables	1
3.	Manhatan Dual LCD Monitor mount pole	1
4.	Studio Headphones: Closed-Type High-Performance	1
5.	Audio mixer: 8 faders, 6 mic inputs, 12 stereo inputs, 2 telephone hybrids, EQ on all mic channels, 2 USB send/return channels, master faders, external input, record output etc	1
6.	Wooden Finish Custom made Production Desk	1
7.	Koda Saturion Chairs	4
8.	Sound Acoustics abzorba panel	4
9.	Telephone hybrids	2
10.	Dynamic Studio Microphones	4
11.	Studio Headphones: Closed-Type High-Performance	4
12.	4 Channel headphone amplifier-HA400	1
13.	Studio monitor speaker, powered, (pair)	1
14.	Studio ON-AIR Light	1
15.	Equipment Rack	1
16.	Router	1
17.	Network Switch with SFP port	
18.	Accessory hardware, Cables, connectors materials and external drive	1
19.	Studio Server, Windows server 10 OS, 2TB	1
TOTAL		

FM Transmitter

Item	Description	Qty
1.	Sielco EXC500/ 1000GX FM Transmitter, 1050w	1
2.	FM-04 Dipole Antenna. Sira Radio systems. Vertical	1
TOTAL		

Total costs for all studios' equipment and Transmitter is three hundred and sixty six thousand three hundred and twenty nine Maloti (**M366,329.00**).

STUDIO CONNECTIONS

1. Optic Fibre Connection from Leribe and Mohaleshoek
2. Microwave IP link to Berea Plateau
 - a. Cambium Dish force 200 Epmp
 - b. ePMP Sector Antenna, 5GHz, 90/120 with Mounting Kit
 - c. 100m outdoor Ethernet cable, connectors and bolts
 - d. Mounting brackets
 - e. TIELINE model BRIDGE-IT XTRA audio codec, bi-directional feeds × 2

26. Project Implementation Schedule

- Business Name Availability Check: **Completed**
- Business Registration: **Completed**
- Buildings acquisition: **Completed**
- Opening of Corporate Bank Accounts: **Completed**
- Securing Point of Sales (POS) Machines: **Completed**
- Opening Mobile Money Accounts: **Completed**
- Opening Online Payment Platforms: **Completed**
- Application and Obtaining Tax Payer's ID: **In Progress**
- Application for business license and permit: **Completed**
- Purchase of Insurance for the Business: **Completed**
- Renovation and remodeling of our studios: **In Progress**
- Conducting Feasibility Studies: **Completed**
- Generating capital from financiers: **Completed**
- Application for licensing by the LCA: **In Progress**
- Writing Business Plan: **Completed**
- Drafting of Employee's Handbook: **Completed**
- Drafting of Contract Documents and other relevant Legal Documents: **In Progress**
- Design of The Company's Logo: **Completed**
- Printing of Packaging and Promotional Materials: **In Progress**
- Recruitment of employees: **In Progress**
- Purchase of studio equipment: **Within two months from issuance of the license**
- Delivery of studio equipment: **A month following the date of purchase**
- Transmission negotiations: **Within two months from issuance of license**
- Furniture, shelves, computers, electronic appliances, office appliances and CCTV: **In progress**
- Creating Official Website for the Company: **In Progress**
- Creating Awareness for the business both online and around the community: **In Progress**
- Health and Safety and Fire Safety Arrangement (License): **In progress**
- Opening party planning: **In Progress**
- Compilation of our programmes and music that will be available in our radio: **Completed**
- Establishing business relationship with potential listeners, customers and other stakeholders: **In Progress**

This document provides Minimum Technical Requirements and Specifications for the FM broadcasting station:

Definitions and Abbreviations

FM Frequency Modulation

EMC Electromagnetic Compatibility

IEC International Electrotechnical Commission

HD High Definition

STL Studio to Transmitter Link

ITU International Telecommunication Union

ETSI European Telecommunication Standard Institute

DAT Digital Audio Tape

CD Compact Disk

PART 4: References S/N Reference No. Title

1. IEC 60364 International Electrotechnical Commission's international standard on electrical installations of buildings
2. IEC 60364-4-41 International Electrotechnical Commission's standard on Electrical installations of buildings - Protection for safety - Protection against electric shock
3. IEC 61084-1 International Electrotechnical Commission's standard on Cable trunking systems and cable ducting systems for electrical installations - Part 1: General requirements
4. ETSI EN 302 018 Transmitting equipment for the Frequency Modulated (FM) sound broadcasting service; Harmonised Standard covering the essential requirements of article 3.2 of Directive 2014/53/EU
5. Rec. ITU-R BS.450-4 ITU Recommendations on Transmission standards for FM sound broadcasting at VHF TS 005 Version: 1.0
6. Rec. ITU R SM.329-7 ITU Recommendations on Unwanted emissions in the spurious domain
7. Rec. ITU-R SM.328-10 ITU Recommendations on Spectra and bandwidth of emissions
8. Rec. ITU-R SM.329-12 ITU Recommendations on Unwanted emissions in the spurious domain
9. ITU-T Rec K.52 ITU Recommendation on Guidance on complying with limits for human exposure to electromagnetic fields

PART 5: General Requirements

- 1 Studio Rooms General Requirements

S/N Feature Reference/Details

1.1 On-Air light Installed at entrance to On-Air Studio room, and inside to notify people about activity going on inside the studio.

On Air light shall be RED and must be connected to and controlled by the Broadcasting Mixer/Console

1.2 Noise and Acoustic treatment inside the Studio rooms Studio rooms must be acoustically treated to deal with echoes, reverberations, and noise and enhance the broadcasted sound quality, the studio shall use recommended materials to acoustically treat the room, the materials may include

- Bass Traps – to absorb the low frequencies
- Acoustic Panels – to absorb the mid/high frequencies
- Diffusers – to scatter the remaining frequencies

Studio rooms must be soundproofed with recommended materials to avoid sound penetration outside the studio. Recommended materials include: -

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- Acoustic foam
- Acoustic Panels/Boards
- Acoustic Fabrics
- Acoustic Coatings
- Door Sealing Gaskets

1.3 Room temperature control and Ventilation Broadcasting studio rooms should be well ventilated and/or temperature-controlled for the health and safety of the users and optimum operation of studio equipment.

Air conditioners or any other acceptable electronic or electrical temperature control mechanism must be used.

1.4 Security Electronic access control shall be installed on the 'on-air' studio room and other studio rooms. This shall include among other biometrics or Smartcard Systems.

1.5 On-Air Studio room and Production room dimensions

A broadcasting studio room shall have a minimum space area of 16 square meters (16m²)

A broadcasting studio room shall have a height of least 2.5m from the floor to the ceiling to create enough space for its operation.

1.6 Power backup

A power backup system shall be installed at the studio building and transmission site to ensure the station is kept on-air even when the main power grid is not available.

1.7 Fire safety measures

There shall be firefighting equipment such as fire extinguishers at studio building and transmission site

1.8 Radio masts/Tower design

The mast shall have the following items in place:

- Red and white-colored markings;
- Aircraft warning lights/Aviation warning lights; and
- Earthing and Lightning protection.

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PART 6: Technical Requirements

2. Studio Rooms Electrical Safety Requirements S/N Feature Reference/Details

2.1 Electrical Safety Requirements

The studio electrical equipment and system shall follow the standards about low voltage electrical installations (IEC 60364) series which specifies extensively the rules to comply with to ensure safety and correct operational functioning of all types of electrical installations and other accompanying standards

2.2 Isolation and Switching Mechanisms

The studio shall have isolation mechanisms to enable work to be carried out on, or in the vicinity of, parts that are normally live in service, without risk of injury or death from electric shock or electric burns. The functions of the switching mechanisms shall include

- a) To switch off equipment for mechanical maintenance thus enabling non-electrical work to be carried out on the equipment safely;
- b) To rapidly disconnect electricity to remove an unexpected hazard.

2.3 Electrical wires and electrical sockets

There shall be no exposed electrical wires and loose electrical sockets in the studio and transmission facilities to prevent electrical Hazards and shock, as required by IEC 60364-4-41 and IEC 61084-1

2.4 Lightning protection equipment Lightning protection equipment shall be installed to protect the studio and electrical equipment from destruction and to protect individuals in the said facilities from injuries.

2.5 Grounding There shall be grounding/earthing of electrical studio equipment to prevent fire risks and damage to materials.

2.6 Surge protective devices Surge protective devices shall be installed to protect electrical equipment from voltage spikes from power surges and lightning strikes

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3 FM Station Equipment Requirements S/N Item References/Details

3.1 On-Air Studio room equipment

The studio room shall have the equipment to be used in Broadcasting services. The equipment includes but not limited to: -

- Professional Mixer/Audio Console/ radio panel/ sound panel, or sound desk (Mixer designated for radio broadcasting)
- Microphones (One for each Presenter or host and few for a guest if required)
- Microphone boom or arm or stands
- Headphones (One for each Presenter or host and few for a guest if required)
- FM tuner (Off Air Receiver)
- Monitor speaker
- On-air light Connected to and controlled by the Mixer Console
- A computer installed with Payout and Automation software
- Telephone hybrid
- Phone Talkback system (Optional)
- Intercom (Optional)
- Cue/preview speakers (Optional)
- Level Meters (Optional)

3.2 Production studio Room

The production studio room may be used as a backup on-air studio room. it shall have the equipment to be used in Broadcasting services.

The equipment includes but not limited to: -

- Professional Mixer/Audio Console/ radio panel/ sound panel, or sound desk (Mixer designated for radio broadcasting)
- Microphones (One for each Presenter or host and few for the guest if required)
- Microphone boom or arm or stands
- Headphones (One for each Presenter or host and few for the guest if required)
- FM tuner (Off Air Receiver) and Monitor

TS 005 Version: 1.0 speaker

- On-air light Connected to and operated by Mixer Console
- A computer installed with Payout and Automation software

- Telephone hybrid
- Phone Talkback system (Optional)
- Intercom (Optional)
- Cue/preview speakers (Optional)
- Level Meters (Optional)

3.3 Control room Equipment

The control room shall have the equipment to be used in processing FM Signals before they are propagated. The equipment may include but not limited to: -

- Broadcast Content Server
- Studio to Transmitter Link (STL)
- Modulation monitor/FM analyzer
- FM stereo Generator

3.4 Newsroom/Editing Room and Library

It shall consist of equipment used in editing and storing of information.

- Editing computer Systems
- Storage systems

4 Studio to Transmitter Link requirements

S/N Item Reference/ Details

4.1 Installation Location

STL Transmitter shall be installed in the control room at the broadcasting studio, and the STL receiver shall be installed at the transmission site

4.2 Transmission Means

STL transmission may use either a point to point (PTP) Microwave link on another special radio frequency, optical fiber transmission system, satellite link, IP Link.

STL Transmission may use an additional means as a backup mechanism in case there is a breakdown in the main STL transmission link The frequency to be used shall be within the range of 290-310 MHz, and the antenna shall be directional

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5. Broadcasting Transmission System Technical Requirements

S/N Requirement Reference/Details

5.1 Transmitter Room/site

A ventilated room to host broadcasting equipment and STL receiver

5.2 Transmitting Power

The transmitting power shall be designed to avoid interference to other radio stations

5.3 Frequency range

The FM broadcast transmitter shall operate within a frequency band of 87.5MHz to 108 MHz. The transmitter shall also be tunable to accept any assigned frequency on this range.

The actual operating frequency of a particular stations' transmitter shall be the frequency assigned to the licensee by the authority.

5.4 Transmission Bandwidth

The bandwidth of the FM signal transmitted shall be within 200kHz

5.5 Frequency deviation

FM Broadcasting System shall deploy a Stereophonic pilot tone system with maximum frequency deviation of $\pm 75 \text{ kHz} \pm 3 \%$ as specified in Draft ETSI EN 302 018

5.6 Pre-Transmission Processing (Modulation, Preemphasis Baseband processing)

The transmission system shall employ Transmission standards for FM sound broadcasting at VHF as defined by Recommendation ITU-R BS.450-4

5.7 Unwanted Emissions Limit

Unwanted emissions (Spurious, Out-of-band emissions and cabinet radiations) shall remain within the limits, in accordance with the provisions of the ITU Radio Regulations as well as ITU-R Recommendations

Rec. ITU-R SM.329-7, Rec. ITU-R SM.328-10,

Rec. ITU-R SM.329-12 and Rec. ITU-R

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