



LESOTHO COMMUNICATIONS AUTHORITY

Application Form for Content Broadcasting (Television & Sound) Form 03

Physical Address: 30 Princess Margaret Road, Old Europa, Maseru Tel.: + 266 22224300/ 22326784

Postal Address: LCA, P.O. Box 15896, Maseru 100

E-mail: licensing@lca.org.ls

Note: This form shall be completed by a person who has been duly authorised in writing to act as a representative of the Licensee¹. Any information requested which does not fit in the form may be included in an appendix to this form. You are advised to fill in **all the information** to avoid delays in the processing of your application.

1. 2. PARTICULARS OF AN APPLICANT

1.1	Full Name of applicant	LIMKOKWING UNIVERSITY OF CREATIVE TECHNOLOGY
1.2	Abbreviated Name	LUCT
1.3	Billing/Physical Address	INDUSTRIAL AREA MOSHOESHOE ROAD
1.4	Postal Address	P.O. Box 8971 MASERU 101 LESOTHO
1.5	Telephone Number	+266 22315767
1.6	e-mail	communications.faculty@limkokwing.ac.ls
1.7	State legal form of applicant e.g. company, trust, other	

(Please attach a certified copy of company extracts, certificate of incorporation, constitution or founding document, certified passport copy of the director/applicant)

1.8	If registered, office of registration	
1.9	Registration Number	
1.10	Date of registration	
1.11	Do you hold any other licence issued by the Authority?	NO
1.12	If so, what type of a licence?	

3. 4. APPLICATION INFORMATION

2.1	Purpose for which the proposed communication is required	ONLINE BROADCASTING
2.2	TYPE OF BROADCASTING STATION (Please tick)	Sound ☒ Television ☐
2.3	Public ☐ Private ☐ Commercial ☐ Community ☐ Internet Broadcasting ☒	

5. 6. STATION DETAILS

3.1	Station Name	WINGS ONLINE RADIO
3.2	Latitude 29.31592	South Longitude 27.49365° East
3.3	Elevation ASML 1600 m	Building Height 3.5 m Radius km
3.4	Coverage (please tick & attach a diagram to illustrate the area proposed for coverage)	
3.5	Coverage or Operations Area	Nationwide by land mobile station Radius

7. 8. SITE DETAILS

4.1	Station Name	WINGS ONLINE RADIO
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¹ Attach certified ID/passport copy of the Director or authorized representative of the licensee.

4.2	Station Location	LIMKOKWING UNIVERSITY CAMPUS - MATSOATLA					
4.3	Coordinates	Latitude, S	29.31	592	Longitude, E	27.49	365
4.4	Elevation AMSL (m)	1600m					
4.5	Transportable ☐	Radius if transportable (km)					
4.6	Building height (m)	3.5m				Mast height (m)	
4.7	Noise environment	1. Low Noise ☐		2. Medium Noise ☐		3. High Degree of Noise ☐	
9.	10. EQUIPMENT INFORMATION						
5.1	Manufacturer						
5.2	Model						
5.3	Equipment Type: 1. Crystal ☐ 2. Solid state ☐ 3. Unknown ☐ 4. PLL Control ☐ 5. Synthesised ☐						
5.4	Frequency Range (MHz):	From			to		
5.5	TX/RX	1. Transmitter ☐		2. Receiver ☐		3. Both ☐	
5.6	Maximum Rated Power (W)						
5.7	Transmit Power (W)						
11.	12. ANTENNA INFORMATION						
6.1	Manufacturer						
6.2	Model						
6.3	Frequency Range (MHz):	From			To		
6.4	Polarisation						
6.5	Gain (dB)	TX				RX	
6.6	Antenna height above ground (m)						
6.7	Directivity	1. Directional ☐			2. Omni-directional ☐		
6.8	Azimuth (degrees)						
6.9	Elevation (degrees)						
6.10	Antenna Pattern; Please attach data page from manufacturer, or provide table of attenuation, in dB, against angle, or provide <u>calibrated</u> pattern diagram.						
13.	14. FREQUENCY ASSIGNMENT						
7.1	Requested frequency Range (MHz)				to		
7.2	Necessary Bandwidth (MHz)						
7.3	Emission Class (use the characters in Annex 1 to describe your signal)						
7.4	TX/RX	1. Transmitter ☐		2. Receiver ☐		3. Both ☐	
7.5	Preferred Frequency (MHz)						
7.6	Line Loss (dB)						
7.7	Minimum Receive Signal (dBW) (Protected Signal)						
15.	16. ACKNOWLEDGEMENT						
	8.1 The applicant acknowledges the statements in this form and accompanying documents are true and correct.						
	Signature		Date 16-05-2025				

Full names of signatory PHOMOLO MOSAASE

ANNEX 1

First Character (Mandatory)

A	Double sideband.
B	Independent sidebands.
C	Vestigial sideband.
D	Emission in which the main carrier is amplitude and angle modulated either simultaneously or in a pre-established sequence.
F	Frequency modulation.
G	Phase modulation.
H	Single sideband, full carrier.
J	Single sideband, suppressed carrier.
K	Modulated in amplitude.
L	Modulated in width/duration.
M	Modulated in position/phase.
N	Emission of unmodulated carrier.
P	Sequence of unmodulated pulses.
Q	In which the carrier is angle modulated during the period of the pulse.
R	Single sideband, reduced or variable level carrier.
V	Which is a combination of the foregoing or is produced by other means.
W	Cases not covered above, in which an emission consists of the main carrier modulated, either simultaneously or in a pre-established sequence, in a combination of two or more of the following modes: amplitude, angle, pulse.
X	Cases not otherwise covered.

Second Character (Mandatory)

0	No modulating signal.
1	A single channel containing quantized or digital information without the use of a modulating sub-carrier. This excludes time-division multiplex.
2	A single channel containing quantized or digital information with the use of a modulating sub-carrier. This excludes time division multiplex.
3	A single channel containing analogue information.
7	Two or more channels containing quantized or digital information.
8	Two or more channels containing analogue information.
9	Composite system with one or more channels containing analogue quantized or digital information, together with one or more channels containing analogue information.
X	Cases not otherwise covered.

Third Character (Mandatory)

A	Telegraphy for aural reception.
B	Telegraphy for automatic reception.
C	Facsimile.
D	Data transmission, telemetry, telecommand.
E	Telephony (including sound broadcasting).
F	Television (video).
N	No information transmitted.
W	Combination of the above.
X	Cases not otherwise covered.

Fourth Character (Optional)

A	Two-condition code with elements of differing numbers and/or durations.
B	Two-condition code without elements of the same number and duration with error-correction.
C	Two-condition code with elements of the same number and duration with error-correction.
D	Four-condition code in which each condition represents a signal element (of one or more bits).
E	Multi-condition code in which each condition represents a signal element (of one or more bits).
F	Multi-condition code in which each condition or combination of conditions represents a character.
G	Sound of broadcasting quality (monophonic).
H	Sound of broadcasting quality (stereophonic or quadrophonic).
J	Sound of commercial quality (excluding categories given in K and L below).
K	Sound of commercial quality with the use of frequency inversion or band-splitting.
L	Sound of commercial quality with separate frequency-modulated signals to control the level of demodulated signal.
M	Monochrome television (video only).
N	Colour television (video only).
W	Combination of the above.
X	Cases not otherwise covered.

Fifth Character (Optional)

N	No multiplexing employed.
C	Code division multiplex. (This includes bandwidth expansion techniques).
F	Frequency-division multiplex.
T	Time-division multiplex.
W	Combination of frequency-division multiplex and time-division multiplex.
X	Other types of multiplexing.

Source: Ofcom, OfW84 - Guide to class of emissions

WINGS ONLINE RADIO BUSINESS PLAN

1. Executive Summary

Business Name: Wings Online Radio

Proprietor: Limkokwing University of Creative Technology (LUCT)

Business Model: 24/7 online radio station streaming music, talk shows, interviews, news, and user-generated content via website, mobile app, and third-party platforms

Mission: To deliver dynamic, entertaining, and engaging audio content to LUCT community and global audience while providing a platform for independent voices and local artists.

Vision: To be a leading online radio brand recognised for quality programming, cultural relevance, and global reach.

Target Launch Date: 5th January 2026

2. Market Analysis

Industry Overview:

- **Online radio** that not only serves the LUCT community, but can also be heard globally, thus promoting the university internationally.
- Shift from analogue to digital broadcasting
- Shift from traditional FM to digital/online due to mobility, accessibility, and personalisation.
- Low-cost entry compared to /FM stations.

Target Audience:

- Age: 17–75 (LUCT community)
- Tech-savvy, urban dwellers
- Music lovers, podcast listeners, independent artists
- Languages: English, Sesotho (and regional languages, e.g. isiXhosa, Sephuthi)

Competitor Analysis:

- **Direct competitors:** Other internet radio stations (Sky Alpha)
- **Indirect competitors:** Streaming platforms like Spotify, YouTube, Apple Music

Competitive Advantage:

- 24/7 broadcasting with live listener interaction, live DJ sessions, podcasts, genre-specific shows, and cultural content
- Community-focused programming
- Live interviews, artist features, and interactive call-ins
- Mobile and web streaming with user-friendly user experience (UX)

3. Business Model

Revenue Streams:

1. **University Funding** (Grant)
 2. **Advertising** (audio ads, banner ads on website/app)
 3. **Sponsorships** (brand partnerships, show sponsorships)
 4. **Premium Memberships** (ad-free, exclusive content, early access)
 5. **Affiliate Marketing** (music, event promotions)
 6. **Merchandise** (branded clothing, accessories)
 7. **Donations** (via C-Pay, Eco-cash, M-pesa, Mukuru, etc.)
 8. **Event Hosting** (virtual concerts, live sessions)
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4. Programming Strategy

Content Categories:

- Music (Various genres: Cultural genres, Pop, Hip-Hop, Afrobeat, Sotho Hip-Hop, etc.)
- Talk Shows (Social issues, entrepreneurship, tech, relationships)
- News Briefs (Hourly or daily headlines)
- Interviews (Artists, influencers, professionals)
- Podcasts (In-house and syndicated content)
- DJ Sessions (Live and recorded mixes)
- Countdown Shows (Top songs of the week & month)

Weekly Schedule:

WEEKDAYS TIME SLOT	SEGMENT NAME	DESCRIPTION
6AM-9AM	Morning Boost	Music, motivating conversations, real-life stories, and quick news updates
9AM-12PM	Campus Coffee	Energizing music, student life talk, campus news
12PM-2PM	Lunch Mix	Mini news flashes, campus or city updates, event highlights, fun conversations, trending topics, and listener shout outs.
2PM-6PM	PM Drive	DJ mixes, traffic updates, trending topics, live listener interaction
6PM-8PM	Evening Commute	Listener call-ins, guest interviews, top headlines, weather, and traffic updates

8PM-10PM	Evening Vibes	Curated mix of R&B, soul, soft pop, acoustic, lo-fi, or late-night Afrobeat rhythms; poetry, quotes, listener dedications, and slow jam requests.
10PM-6AM	Night Owl	Moody, mellow mix of R&B, neo-soul, chill-hop, ambient, indie, or late-night jazz, Anonymous listener letters, confessions, and shared stories.
SATURDAY TIME SLOTS	SEGMENT NAME	DESCRIPTION
6:00 AM to 9:00 AM	The Dawn	Offers calm energy, soulful sounds, and mindful conversation
9:00 AM to 12:00 PM	Saturday Vibes	Brings the perfect mix of feel-good tunes and fun talk
12:00 PM to 3:00 PM	Street Corner	Spotlighting real-life issues, emerging talent and brings listeners the heartbeat of the city with unfiltered conversation, underground sounds, and stories that matter.
3:00 PM to 6:00 PM	Sports	Delivers live updates, expert analysis, and passionate debates on all sporting codes
6:00 PM to 9:00 PM	Warm Up	The listener's daily boost, turning up the tempo and warming up their mind and body to tackle the day ahead

9:00 PM to 00:00 AM	Night Hoot	Wraps the night in smooth beats, thoughtful talks, and a sense of community that keeps the night interesting and alive
00:00 AM to 6:00 AM	Crossover	A dynamic radio show that bridges the gap between diverse sounds, fresh ideas, and vibrant cultures.
SUNDAY TIME SLOTS	SEGMENT NAME	DESCRIPTION
6:00 AM to 9:00 AM	Sunday Sun	It's all about slow mornings, bright tunes, inspiring stories, and good vibes to help you recharge and embrace the spirit of the day.
9:00 AM to 12:00 PM	Morning After	Eases listeners into the day with good vibes, honest conversations, and just the right mix of music and talk
12:00 PM to 3:00 PM	Midday Praise	Brings listeners a powerful mix of gospel music, prayers, and encouraging messages to brighten their afternoon and strengthen their spirit.
3:00 PM to 6:00 PM	Sunday Sports	This programme brings in-depth analysis, live updates, and passionate debates covering everything from local leagues to international competitions
6:00 PM to 9:00 PM	Soul Food	The programme serves up a rich blend of classic soul,

		R&B, jazz, and gospel; all carefully curated to soothe, inspire, and energize.
9:00 PM to 00:00 AM	Week Ahead	The listeners' essential guide to what's coming up next: this programme offers a clear, concise briefing on key events, news, and trends to help listeners stay informed, organized, and inspired as you step into the new week.
00:00 AM to 3:00 AM	The Rise	Uplifting hits, feel-good anthems, and energizing tunes to jumpstart one's day

5. Marketing & Promotion

Branding:

- Create a **logo, brand identity, and slogan**
- Launch **website and mobile app** (iOS/Android)
- Set up streaming on platforms like **TuneIn, Streema, Radio.net**

Marketing Channels:

- **Social Media:** Instagram, X (Twitter), TikTok, Facebook
- **SEO & Content Marketing:** Blogs, artist interviews, playlists
- **Email Marketing:** Weekly newsletters, updates, giveaways
- **Influencer Marketing:** Collaborate with local influencers
- **Partnerships:** Local businesses, event organizers, artists
- **Referral Programmes:** Reward listeners who invite others

6. Technology & Infrastructure

Platform:

With time, the following platforms will be engaged for efficiency and effectiveness:

- **Broadcast Software:** Radio.co, Live365, Airtime Pro, or AzuraCast (open-source)
- **Automation:** Auto-DJ for non-live hours
- **Website:** WordPress, Wix, or custom build
- **Mobile App:** Built via Flutter, React Native, or third-party radio app builders

Equipment:

- High-speed internet
- Broadcast computer/server
- Microphones
- Audio interface or mixer
- Headphones
- Acoustic treatment (acoustic foam sponges)
- Streaming encoder

7. Team Structure

Role	Responsibility
Station Manager	Oversees all operations
Programmes Director	Manages content, show scheduling
Music Director	Selects and curates the music playlist (for music stations)
Radio Hosts/DJs	Live content, interviews, audience engagement
Marketing Manager	Promotions, partnerships, social media
Audio Engineer	Handles sound quality, production
IT / Broadcast Engineer	Website, app, streaming issues
Sales Manager	Ad sales, sponsorships

8. Financial Plan

Start-up Costs (Estimates):

Item	Cost (Ls)
Studio Equipment	M10,000
Website & App Development	M3,300
Licensing (Music Royalties)	M3,500
Marketing/Branding	M21,000
Streaming Software	M500/year
Miscellaneous	M1,000
Total	M39,300

Monthly Operating Costs:

Expense	Cost (Ls)
Streaming Hosting	M500.00
Internet & Utilities	M250.00
Salaries (if any)	Variable
Marketing & Promotion	M1,500.00
Licensing Royalties	M700.00
Maintenance & Upgrades	M100.00
Total	M3, 050.00

9. Legal & Licencing

- **Business Registration:** Ministry of Trade, Industry & Business Development
- **Music Copyright:** Lesotho Copyright Society of Authors and Artists (LESCOSAA)
- **Trademarking:** For brand/logo protection

10. Growth Strategy

- Launch a YouTube channel **for** visual radio & behind-the-scenes content
- Partner with local and international artists for exclusive releases
- Host live events, virtual concerts, and sponsored meet-ups
- Expand into multiple channels (e.g., education specific radio station)



PUBLIC COMPLAINTS HANDLING PROCEDURE

Wings Online Radio

Effective Date: 21 November 2025

Approved by: Station Manager

1. Purpose

This procedure outlines how complaints regarding the WINGS ONLINE RADIO broadcasting services will be received, recorded, investigated, and resolved in a fair, transparent, and timely manner. It ensures compliance with Lesotho Communications Authority (LCA) broadcasting regulations and promotes accountability and public trust.

2. Scope

This procedure applies to all complaints related to:

- Content (offensive language, discrimination, bias)
- Accuracy and fairness of news and information
- Technical quality of transmission
- Ethical concerns (privacy, misleading advertising)
- Any alleged breach of broadcasting codes or licence conditions

3. Complaint Submission

Members of the public may submit complaints through the following channels:

- **Email:** communications.faculty@limkokwing.ac.ls
- **Telephone:** +26622315767

- **In-person:** LUCT, Moshoeshoe Rd, Industrial Area
- **Weekdays** 9:00 AM – 4:00 PM
- **Postal Mail:** PO Box 8971, Maseru 101, Lesotho

Required Complaint Information:

- Full name and contact details of the complainant
- Date and time of the broadcast in question
- Description of the complaint (including programme title/name and details)
- Any evidence, if available (e.g., audio clip, screenshot, link)

4. Complaint Handling Process

Step	Action	Timeline
Acknowledgement	Acknowledge receipt of the complaint in writing (email/WhatsApp/SMS/letter)	Within 2 working days
Logging	Enter the complaint into the Complaints Register and assign a tracking number	Same day as receipt
Investigation	Internal review by relevant department (e.g., content editor, legal officer)	Within 7 working days
Response	Provide a written response to the complainant with findings and actions taken (if applicable)	Within 14 working days
Appeal	If not satisfied, the complainant may escalate to the regulatory authority (LCA)	Within 30 days of initial response

5. Resolution Outcomes

- Apology and correction/retraction (on-air or published)
- Content review and staff disciplinary action (if applicable)
- Training or policy revision
- Dismissal of complaint with justification

6. Confidentiality and Fairness

- All complaints will be handled confidentially and impartially.
- Complainants will not face any retaliation or discrimination.
- Staff involved in the matter will have the opportunity to respond.

7. Record Keeping

All complaints and related actions will be recorded and archived securely for a minimum of 3 years. These records will be made available to the broadcasting regulator (LCA) upon request.

8. Reporting

A summary of complaints and resolutions will be included in the station's annual compliance report submitted to the regulatory authority.

9. Review of Procedure

This procedure will be reviewed annually to ensure effectiveness and compliance with regulatory updates.