

REPUBLIC
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SOUTH AFRICA



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No. 19441

GENERAL NOTICE

NOTICE 2695 OF 1998

INDEPENDENT BROADCASTING AUTHORITY

NOTICE OF INTENTION TO CONDUCT AN INQUIRY INTO ISSUES PERTAINING TO THE DEFINITION OF ADVERTISING, THE REGULATION OF INFORMERCIALS, THE REGULATION OF PROGRAMME SPONSORSHIPS AND THE REVISION OF THE IBA's CODE OF CONDUCT FOR BROADCASTERS

The Independent Broadcasting Authority gives notice, in terms of section 28 (2) of the Independent Broadcasting Authority Act 153 of 1993 ("the Act"), that it intends to conduct an inquiry in terms of section 28 of the Act.

Interested parties are invited to submit written representations to the Authority at Khasho House, 26 Baker Street, Rosebank, Johannesburg, or Private Bag X31, Parklands, 2121, or by fax at Fax No. (011) 447-6188/9, on or before **25 November 1998 at 12h00 noon**. Written representations shall be open to inspection by interested parties during the normal office hours of the Authority.

Interested parties are also invited to indicate in their submissions whether they require an opportunity to make oral representations to the Authority. The Authority shall advise any such parties of the place where and time when oral representations may be made. Oral representations shall be made in public.

Discussion papers on these issues are obtainable from the Authority on request.

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