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## GENERAL NOTICE

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### NOTICE 2789 OF 2004

#### **INDEPENDENT COMMUNICATIONS AUTHORITY OF SOUTH AFRICA APPLICATION FOR THE AMENDMENT OF BROADCASTING LICENCE CONDITIONS: EAST COAST RADIO (PTY) LTD**

1. The Independent Communications Authority of South Africa ("the Authority") hereby gives notice, in terms of section 52(2)(a) of the Independent Broadcasting Authority Act, Act No 153 of 1993 ("the Act"), that it has received an application from East Coast Radio(Pty) Ltd ("East Coast Radio") for the amendment of its broadcasting licence in terms of section 52(1)(c) of the Act.
2. This application is available for inspection in the Authority's library by any interested parties during normal office hours.
3. According to the applicant, the proposed amendment will result in a change to its shareholding structure.
4. The current shareholding structure of the licensee is as follows:
5. Kagiso Media Limited ( Kagiso Media) owns 91% shareholding in East Coast Radio (Proprietary ) Limited and the balance of 9% shares in East Coast Radio (Pty) Ltd are held for the benefit of the ECR employees through the Staff Share Trust.
6. The applicant has proposed that, should the Authority grant its approval, the shareholding of the licensee will be that:
  - Kagiso Media Limited will own 100% shareholding in East Coast Radio (Pty) Ltd
  - The Employees Share Scheme will be replaced with a Profit Participation Scheme. According to the applicant the Profit Participation Scheme offers the employees greater financial advantages than the original Employees Share Scheme. The proposed Radio Incentive Scheme does not provide management and staff with common law ownership in East Coast Radio (Pty ) Ltd but with an effective economic interest equivalent to a 3,8% stake on condition that the financial year's target is achieved.

7. Interested persons are hereby invited to make written representations on the proposed amendments to the Authority by **28 December 2004**. Interested persons who make such written representations to the Authority must simultaneously indicate whether they require an opportunity to make oral representations to the Authority on the proposed amendments. Any interested person who makes written representations on the proposed amendments to the Authority must, at the time of doing so, furnish proof to the Authority's satisfaction that he or she has delivered a copy of such representations to Jacaranda by hand, or has sent a copy of such representations to East Coast Radio by registered mail or by facsimile.
8. East Coast Radio shall be entitled to respond in writing to written representations made by interested persons on the proposed amendments, and any such written response must be lodged with the Authority within sixty (60) days of the date of publication of this notice in the *Government Gazette*. East Coast Radio must, at the time of lodging such written response, furnish proof to the Authority's satisfaction that it has delivered a copy of such response by hand, or has sent a copy of such representations by registered mail or by facsimile, to the relevant person having made such written representations.
9. All written representations, responses and other correspondence regarding the proposed amendments must be directed to Mr. Herbert Fischat, Licensing Officer: Licensing Unit at Block D, Pinmill Farm, 164 Katherine Street, Sandton, Johannesburg or Private Bag X10002, Sandton, 2146 or by fax (011) 448 2186.
10. Persons, who lodge representations in terms hereof, shall at the time of lodgement furnish proof to the satisfaction of the Authority that a copy of the representation has been sent by registered post or delivered or faxed to Ms. Nkuli Mabandla at Attorneys Mahlangu, Nkomo, Mabandla, Ratshimbilani, Block a Kinsley Park, 85-89 Protea Road Chiselhurst, Sandton, 2196 or P O Box 786968, Sandton, 2146, Tel (011) 883 1501, Fax (011) 883 2622.

**MANDLA LANGA**  
**CHAIRPERSON**  
**ICASA**

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