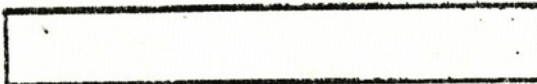




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SOUTH AFRICA'S FIRST INDEPENDENT LOCAL RADIO STATION



FACSIMILE TRANSMISSION SHEET

TO:

The Chairman,  
Working Group 1,  
Codesa.

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FROM:

John Brierson,  
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NUMBER OF PAGES

3

(Cover sheet included)



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SOUTH AFRICA'S FIRST INDEPENDENT LOCAL RADIO STATION

The Chairman,  
Working Group 1,  
Codesa.

John Grierson,  
Managing Director: Radio Enterprises (PTY) Limited  
13 Saint Bedes Road,  
Three Anchor Bay,  
CAPE TOWN 8001

March 30 1992

Dear Mr Chairman

We understand your working group (and/or Sub-group 3) will soon decide from whom to invite submissions on the future of local and community radio services in South Africa, as well as other broadcasting issues. As licensees/operators of the first independent local radio station in South Africa, we would like to be heard by the working group and hope the steering committee will give this request their favourable consideration.

We feel we are eminently suited to make a submission to the group. After 10 years of constant approaches and applications to all relevant authorities, Radio Enterprises was granted a temporary licence for the duration of the Cape Festival. The Festival ran from February 29 to March 9 1992, during which time we broadcast around the clock to the greater Cape Town area.

Our programme mix was based on extensive experience garnered in North America and Europe, and included community services; local news, actuality and discussion on contentious issues in Cape Town; sport and music. We also hosted an impartial live "phone-in" just prior to the referendum.

Representatives of the three parties agreed independent local radio provided the perfect forum for open debate and interaction between politicians and the public. Each endorsed CTFM as a fine working example of local radio.

- 2 -

From the overwhelming response from the public, we estimated listenership grew to around 250 000 in less than a fortnight. Messages of support and petitions seeking extension of our licence numbered several thousand and indicated an audience transcending racial, language, socio-economic, sex and age boundaries.

We have long been aware of the power for good that local radio constitutes, and its prevalence as predominant radio medium worldwide. Moreover, CTFM's success proved the need for independent local radio as medium distinct from the national character of broadcasting to date. Nothing currently licensed comes near exploiting radio's potential.

This potential lies in radio's ability to focus on communities and engage them in two-way communication. When radio tries to communicate with too many people, it loses credibility by trying to be all things to all people.

We believe local radio stations can give the medium back its credibility by promoting contact and trust in the communities they serve.

During the past decade, we submitted more seminal thinking on radio (including strategic plans for national networks and local stations alike) than any other private enterprise, and have voiced our views at every forum in which South African broadcasting has been discussed in recent years. We were recently offered membership of the Southern African National Association of Broadcasters.

We hope you will give us the opportunity to state our case. In particular, we would like to give Codesa the benefit of our thinking on avoiding pitfalls in the creation of an independent body controlling broadcasting. In this regard, we share a number of concerns with many individuals and bodies on the structure and membership of this body.

Yours sincerely,



JOHN GRIERSON  
Managing Director: Radio Enterprises