

New station licence application on hold

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Earlier this year, East Coast Radio announced plans to open a radio station and become more involved in the greater Richards Bay area. Towards the end of 2007, the station applied to ICASA for an amendment of the East Coast Radio broadcasting license. The license application focused on Richards Bay as an area that the radio station wanted to invest in from a broadcasting perspective.

The proposed radio station will be a transmitter split from East Coast Radio and will broadcast between 11h00 and 14h00 daily, giving the Richards Bay region their very own local radio station.

"East Coast Radio remains very excited about our ventures in Richards Bay and surrounding areas. The new satellite radio station is well underway in terms of project plans," says East Coast Radio's CEO, Trish Taylor.

East Coast Radio remains confident about its application to ICASA, however the licence announcement has been delayed due to a countrywide licence conversion process, which affects all broadcasters and telecommunication companies. Due to this nationwide process, ICASA has placed a moratorium on all new radio licence applications in South Africa.

"We are eagerly waiting for the moratorium to be lifted, however we are continuing to put plans in place for this exciting new radio station and we remain confident in a successful outcome."

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