

New station licence application denied by ICASA

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Late last year, East Coast Radio announced its 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.

Earlier this week East Coast Radio was notified by Mike Siluma, Kagiso Media Regulatory Head, that the licence application for the Richards Bay Transmitter Split has been declined by ICASA.

“We are rather taken aback that this application, which has taken 12 months, has been rejected. We await written confirmation of this notification by ICASA, after which we will embark on appeal procedures,” said East Coast Radio's CEO, Trish Taylor.

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 was to be a transmitter split from East Coast Radio that would broadcast between 11h00 and 14h00 daily, giving the Richard Bay region their very own local radio station.

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