

Criteria for the Evaluation of Broadcast License Application

Legal Requirements

- Corporate structure – Explanation of what type of business/company including a list of directors/shareholders which should include the percentage of shares held (if applicable)
- Proof of registration – Certificate of business registration of company incorporation

Business Proposal

Business Plan to include the following:

- Financial Statements – Projected cash flow etc.
- Market Forecast/Analysis
- Source of Funds
- Background of the applicant
- Programming Schedule

Technical Requirements

- Schematic of Network – Summary of proposed network including diagrammatic representation of the network showing studio and transmitter location
- Brief description on the qualification/experience of the technical person
- Manufacturer's technical specifications of the transmitter and antenna.

Any other requirements that may be requested by the NTRC