



Office No.10, Building 12, The Estuaries,
Oxbow Crescent, Century City, Cape Town, 7441
P.O. Box 119 Howard Place 7450
Tel: 021 0014 828
2011/007921/07

Mr Maano Dzebu
Compliance Officer
Licensing and Compliance
Independent Communications Authority of South Africa
madzebu@icasa.org.za

Dear Maano,

RE: APPLICATION FOR RENEWAL OF LICENSE FOR MAGIC 828 – URGENT ATTENTION REQUIRED

I am writing to you in my capacity as the newly appointed CEO of Magic 828, with a matter of urgent concern and utmost importance to our station and the diverse community we serve. It has come to my attention that our application for the renewal of our broadcasting. The licence, due to expire on 14th July 2024, was not submitted within the required timeframe. Firstly, please allow me to extend our sincerest apologies for this oversight. The responsibility for ensuring timely submission of our renewal application is one we do not take lightly, and the circumstances leading to this delay were unforeseen and beyond our immediate control.

Upon my appointment on 1st March 2024, I undertook a comprehensive review of our operations, during which I discovered that the application had not been submitted due to a series of internal miscommunications compounded by key staff turnovers within our regulatory compliance team. This situation was further exacerbated by the unforeseen impact of the global pandemic, which introduced significant challenges to our operational capacities, including delays in internal processes and the adaptation to new working conditions.

Recognizing the gravity of this situation, I have since taken immediate steps to rectify this oversight:

1. Internal Restructuring: We have conducted a thorough internal review and restructuring of our regulatory compliance team to ensure robust checks and balances are in place, preventing recurrence of such an oversight.
2. Comprehensive Review: A complete audit of all regulatory and compliance deadlines to ensure all future obligations are met in a timely manner.
3. Engagement of External Experts: We have engaged with external regulatory consultants to assist in preparing our application to the highest standard, ensuring full compliance with ICASA's requirements.



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We are fully committed to the process and have submitted our comprehensive renewal application for your review at your earliest convenience. Magic 828 plays a crucial role in our community, offering a unique blend of entertainment, information, and education, tailored to a diverse South African audience. The continuation of our licence is essential not only for the preservation of jobs within our station but also for the broader community that relies on our content.

In light of these circumstances, we respectfully request your consideration for an extension of the deadline for our application submission and any possible leniency in penalties for the delay. We assure you of our highest level of cooperation and commitment to comply with all regulatory requirements moving forward.

We sincerely hope for a positive response and the opportunity to continue serving our community with dedication and integrity. I am available at your convenience for any further discussions or to provide additional information as required.

Thank you for giving this your consideration. Your support, advice and kind assistance will be greatly appreciated. We look forward to your response.

Yours Faithfully,

A handwritten signature in black ink, appearing to read 'Asanda Booth', with a stylized flourish at the end.

Asanda Booth
Chief Executive Officer
Magic 828
Tell: +27 83 717 2808