

Section 10 Proposed commencement of broadcasting



Section 10 – Proposed Commencement Of Broadcasting

10.1 Readiness Date

We have assumed that this licence will be awarded in November 07, and that the station will launch in September 2008. However, we recognise the complexity of frequency planning, and our business plan would allow us to postpone the launch if necessary.

10.2 Critical Path

The critical path below is necessarily non-exhaustive, but MORE FM has significant collective experience in the set-up and launch of broadcast businesses. The proposed Managing Director and Program Director have both been involved in station launches; the TV3 directors have experience in the (substantially more complex) launch of a television operation; and TV3's radio consultants Seven Broadcast have had involvement in over 30 radio station launches.

Week 1 – Management team start. Frequency clearance and transmission plan.

Week 5 – Commission Architects & QS. Contract engineers.

Week 9 – Build commences. Order equipment.

Week 11 – Commence technical install. Commence studio build.

Week 13 – Staff recruitment campaign.

Week 18 – Key staff commence.

Week 22 – Technical build complete. Sales training commences.

Week 27 – Presenters and journalists start.

Week 31 – Full dry runs. Test transmissions start. Marketing campaign commences.

Week 32 – MORE FM launches.