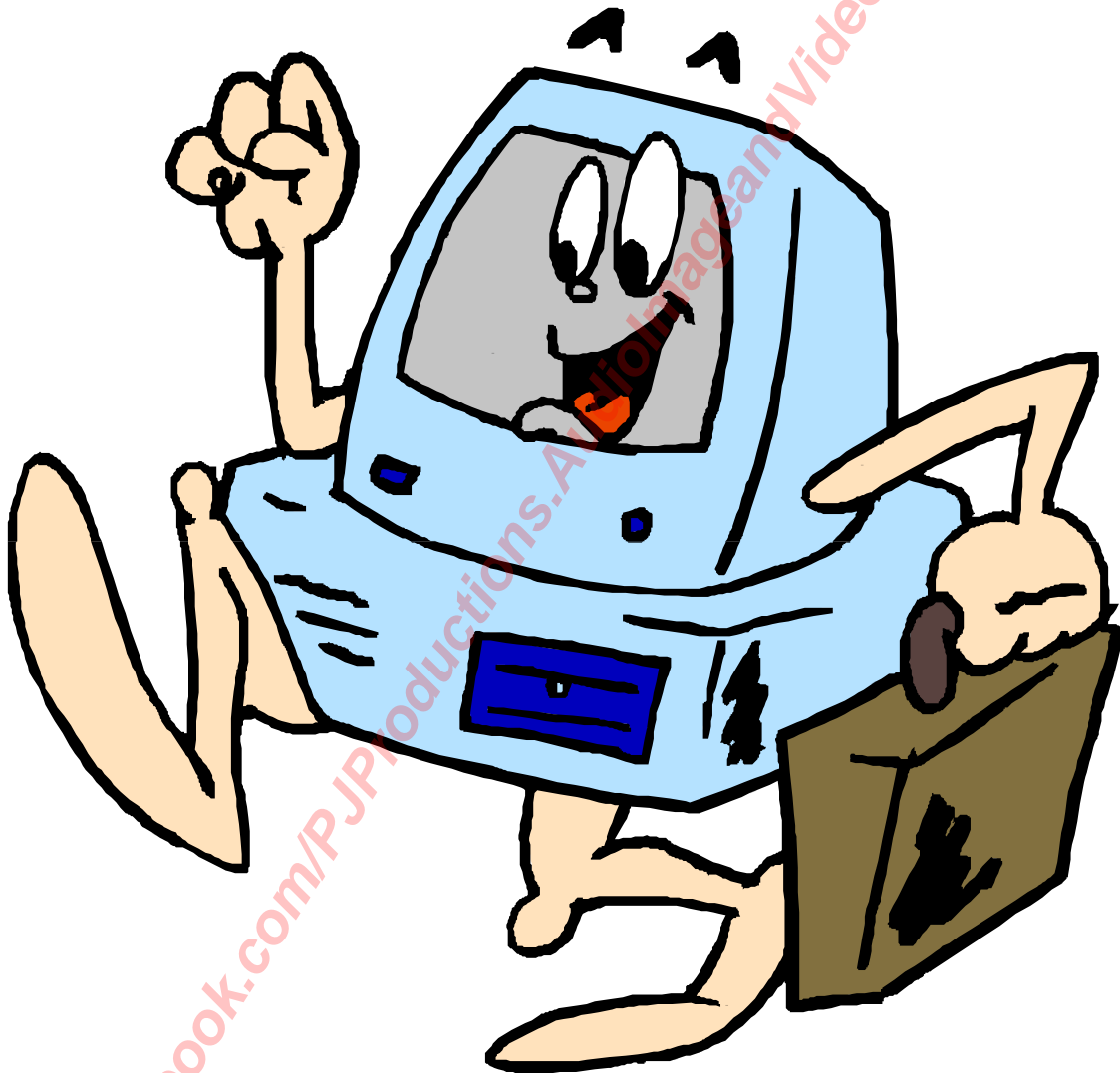


# Automated Broadcast System

A New 24 Hour Radio Service For Patients & Staff of Heatherwood. Hospital.



Proposal By League of Friends Radio Service Radio Heatherwood

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## 1 24 Hour Automated Broadcasting Service

In partnership with other interested groups, raise enough funds to install an automated broadcast system at Heatherwood Hospital; for the benefit of patients and staff.

The radio service will broadcast 24 hours a day offering entertainment, news & information using a computer operated program scheduler.

## 2 Radio Service ( A Brief History )

### 2.1 Hospital Radio What is it all About?

Hospital radio has been established at over 350 hospitals in the UK since the 1950's. and was established to provide music entertainment for hospital patients.

Over 50 years of service to the NHS it has proven to aid recovery for patients and has been used to raise much needed funds for hospitals.

Each evening many volunteers around the UK will be visiting hospital wards to chat to patients and encourage them to participate in their programs. Thousands of volunteers have given time to the service over the years.

In addition it has provided the training arena for today's professional broadcasters.

### 2.2 When & How Did We Start Broadcasting ?

Radio Heatherwood first began regular transmissions in 1976 although a service was available prior to this. It wasn't until an injection of £6000 on equipment and bedhead units in early 1976, the first regular service was provided each evening on channel 3.

The launch of the radio service on the 10th June 1976 officiated. By Michael Parkinson who was then honorary patron.

After an ambitious start by the station, by the end of 1981, the station had fallen into the red and was in danger of being closed down.

In 1982 the present manager Dave Smith was appointed along with his brother Peter, to try and bring some discipline and turn the fortunes of the service around.

Over the next eight years the service went through a complete restructure of it's facilities and the way in which it is maintained and received on the wards. Large amounts of sponsorship from local trusts and businesses etc. All contributed to the service you hear today .

One of the major advances for the service came in 1987 when during this year over £10,000 was raised to provide the inductive loop AM service, which is available today.

The introduction of the AM service and the need for this type of radio was prompted by the deterioration of the bedhead units, which are very costly to repair. Each replacement bedhead unit above the bed costs £70 to replace. The plastic headsets are also £2-3 a time. (this system is maintained by the hospital ).

In February 1988 the AM service was switched on and a new era for the radio station began. Radio Heatherwood was the fifth hospital radio station in the UK to have this service.

This is by no means the end of the story: 1990 saw the launch of the loan radio service which today stands at 246 units on five wards.

In 1994 the trust management board allocated another adjoining room to the studios, which has allowed us to provide proper reception facilities for visitors and allow wheelchair access to the production area. This was completed in July 1995.

In 1998 the station along with support from Crowthorne Rotary Club raised funds to replace the original bed-head system Amplifiers which were originally installed in 1976. (Some wards still rely on this system). The equipment was finally installed during March 1999 and the final cost was £3100.

After 24 years in the maternity unit in July 2000 the studios moved to new larger premises on the hospital.

In June 2001 the station celebrated 25 Years service to Heatherwood with the official opening of the new studio's by Chairman of the trust Margaret Edwards.

### 2.3 Radio Heatherwood. (A Friend at the Bedside)

It's only a hospital radio service, but the service we provide, must deliver a presentation style which is equal to any local or national radio station output.

One of the rules for all presenters is they must carry out ward rounds and collect requests before their program. This is strictly adhered to and makes Radio Heatherwood one of the few hospital radio services which is valued by the patients.



#### Left

*Kevin Donaldson Presenter accepts a kiss from the first Mug winner in 1993 Sylvia Sargeant*

#### Right

*A grateful patient accepts the latest edition of the mug celebrating:-*

*25 Years of the League of Friends Trolley Shop.*



***Each broadcast evening, patients have the opportunity to win a prize.***

### 3 Radio Heatherwood. How Much Does It Cost ?

The radio service is a service funded for the basic running costs from the League of Friends. All other costs have to be raised by Radio Heatherwood staff. This has steadily increased over the years from £250 to an average of £3000 a year.

The station relies on the commitment of 20-25 volunteers each year to maintain the radio service.

#### 3.1 Radio Accounts 2000/2001

		<b><u>Radio Heatherwood</u></b>	
<b><u>Income</u></b>	<b><u>1999/2000</u></b>		<b><u>2000/2001</u></b>
	10.18	Bank Account Interest	14.65
	132.20	Charity Market Stall/Bandstand	-----
	840.39	Donations And Fund-raising	770.00
	50.00	Loan Radio Donations (Sponsorship)	10.00
	<u>1.106.80</u>	Proceeds Draws And Raffles	-----
	<b><u>2.139.57</u></b>		<b><u>794.65</u></b>
<b><u>Expenditure</u></b>			
	-----	Advertising (vacancies)	-----
	293.48	Computer Hardware & Software	34.85
	212.67	Engineering & Maintenance & Renewal	834.81
	120.00	Expenses	9.60
	140.22	Grand Draw Prizes	-----
	117.50	Loan Radio Batteries	421.12
	-----	Loan Radio I D Badges/repairs etc	100.00
	20.00	Long Service Awards	-----
	-----	National Association (N.A.H.B.O.)	20.00
	108.58	Phone Costs	220.27
	225.00	Radio Broadcast Licence	225.00
	482.54	Records & Tape Etc.	680.48
	<u>191.57</u>	Stationary Printing & Post	<u>166.08</u>
	<b><u>1.911.56</u></b>		<b><u>2.712.21</u></b>
	228.01	Excess Income Over Expenditure	
	-----	Excess Expenditure Over Income	<b><u>1.917.56</u></b>
<b><u>Balance Sheet As At 30.4.2001</u></b>			
	1.949.64	Balance Forward	2.177.65
	-----	Add L.O.F. Annual Running Grant (transfer)	1.500.00
	228.01	Add Excess Income over Expenditure	
	-----	Less Excess Expenditure Over Income	<u>1.917.56</u>
	<b><u>2.177.65</u></b>		<b><u>1.760.09</u></b>
<b><u>Represented</u></b>			
<b><u>By</u></b>			
	1.262.80	Current Account	958.94

## 4 Radio Heatherwood's Mission

The aim of the radio volunteers is to bring a visitor to the bedside of patients each evening and too provide a little light entertainment for those in need. We also aim to raise funds for the League of Friends ensuring continued support for Heatherwood hospital and it's staff.

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## 5 Automated Transmission Computer & Software

### 5.1 Sustaining Service

When Radio Heatherwood. is not broadcasting its live programs using presenters we at present re-transmit Radio 2 on our frequency 999kHz A.M.

Radio 2 would be classed as our sustaining service. i.e. something on the airwaves for people to tune to.

### 5.2 Why Change to an Expensive Computer System to Deliver the Sustaining Service?

The sustaining service does not do justice to the local requirements of the hospital and local community. We aim to change this failing.

20 hours each day are taken up with service from a national station. If we could utilise that time to get a more local message broadcast it would benefit the hospital league and radio.

### 5.3 Automatic Program Scheduler Computer & Software

The use of computers in radio stations is quite widespread and has been available for some years. The lowering of costs involved in computer hardware and the subsequent drop in the cost of the software makes it a viable option for which we can deliver our own sustaining service.

In effect broadcasting 24 hours a day, a program schedule which is tailor made to our own locale.

### 5.4 Benefits of Using the Computer/software

Apart from allowing us the opportunity to deliver the sustaining service, it also allows us use of the airwaves to carry information etc during the day which we would have not considered practical before. ( *Radio Heatherwood. is only available evenings and weekends at present* ).

This gives us the opportunity to encourage more people to support the hospital in all it's activities, i.e. fundraising etc.

An opportunity to inform patients during their stay, of after care services available, once they leave, more information on services & charities working inside & outside the hospital for it's benefit and there's opportunities for promotion of involvement in these.

We can deliver a more dedicated service to our patients other than relaying other stations output, a true 24 hour service of music and local information.

### 5.5 Computer/Software Contractor

The company who will be responsible for the installation of the computer network and software has been chosen from three possible's. Broadcast Computers & Software.

The software chosen is an American product which has a proven track record around the world. The company who are the nominated contractor are the authorised UK supplier and agents for the company.



## 5.6 Demo Software

A copy of the software chosen has been tested over the last two years as to it's suitability.

Below:- A screen capture showing a test program schedule.

The screenshot displays the WaveStation software interface for Radio Heatherwood 999kHz. The top menu bar includes File, Edit, Log, Tools, BSI, Window, and Help. The main area shows three tracks with audio waveforms and timing information. Below the tracks is a log window titled "LOG: testcart - Cart Randomizer [ Air Date: Unspecified ]" containing a table of scheduled and actual broadcast items.

Type	#	Status	Cue	Scheduled	Actual	Name	Length	Category	Description / Command Line
	1	[ 1 ]	+		13:15:58	Jidt3004	01:14	IDTRAIL	Greg & F Mac & Dion - RH Everywhere 03
	2	[ 2 ]	+			cart4001	00:01	IDTRAIL	PJ - Radio Heatherwood Id's
	3	[ 3 ]	+			cama0001	00:01	COUNTRY	Various Country - Country & Western
	4		+			PS001602	03:20	1960'S	Tom Jones - Delilah
	5		+			Hook1	00:01	ARTISTS	Tom Jones - Jones List
	6		+			PS001603	03:29	1980'S	Tom Jones - Kiss
	7		+			cart4001	00:01	IDTRAIL	PJ - Station Mixes
	8		+			PS001605	02:51	1970'S	Tom Jones - She's A Lady
	9		+			Cans0001	00:01	JINGLE	Various - Jingles Non Specific
	10		+			cart4001	00:01	IDTRAIL	PJ - Station Mixes
	11		+			PS001612	03:19	1960'S	Tom Jones - I'm Coming Home
	12		+			PS001618	02:16	1970'S	Tom Jones - Till
	13		+			cama0001	00:01	COUNTRY	Various Country - Country & Western
	14		+			cart4001	00:01	IDTRAIL	PJ - Station Mixes
	15		+			PS001617	03:48	1990'S	Tom Jones - Couldn't Say Goodbye

At the bottom of the interface, there are four status indicators: Time Events are OFF, Triggers are OFF - NONE, Automation: Full - On, and Event Log is ON.

## 5.7 Music Library

In preparation for the introduction of the service a selection of 8000 records has been recorded ready to be transferred to the computer for program scheduling. This has taken 12 month's to complete.

## 5.8 Timetable

The introduction and implementation of the new automated program schedule will be determined by the receipt of adequate funding. After all monies have been received it is envisaged introduction for a few hours a day can commence within three month's, building to 20 hrs within six month's.

## 6 Project Costs

item no	Description	Supplier	Unit Cost	Qty	Nett Total	Vat	Gross Total
<b>Hard Ware</b>							
1	Personal Computer	Dell *	£1,499.00	2	£ 2,998.00	N/A	£ 2,998.00
2	Power Backup	Watford	£ 150.00	2	£ 300.00	N/A	£ 300.00
3	Add Soundcard Turtle Beach Montego 2 Plus	Voyetra *	£ 70.71	2	£ 141.42	N/A	£ 141.42
4	Add Mitsubishi Diamond 17"	Watford	£ 180.00	2	£ 360.00	£ 63.00	£ 423.00
5	Interface for add screens/keyb	Keyzone	£ 135.00	1	£ 135.00	£ 23.63	£ 158.63
6	Add Keyboards	Watford	£ 15.00	2	£ 30.00	£ 5.25	£ 35.25
7	Audio Interface Units						
	STDA-3 Line Level Unit	Canford Audio	£ 103.00	5	£ 515.00	£ 90.13	£ 605.13
	STA-1 Unbalanced unit	Canford Audio	£ 111.00	2	£ 222.00	£ 38.85	£ 260.85
	ST-PD5 Power Unit	Canford Audio	£ 52.17	2	£ 104.34	£ 18.26	£ 122.60
	STR-19A Rack Unit	Canford Audio	£ 100.50	1	£ 100.50	£ 17.59	£ 118.09
8	Control Trigger Interface Units	BSI *	£ 443.75	1	£ 443.75	£ 77.66	£ 521.41
9	Equipment Rack	Studio Spares	£ 150.00	1	£ 150.00	£ 26.25	£ 176.25
10	Misc Connectors Cable Etc Inc Misc Costs	Misc Costs	£ 200.00	1	£ 200.00		£ 200.00
11	Satellite Connection ( News Service )	Various	£ 800.00	1	£ 800.00		£ 800.00
					<b>£ 6,500.01</b>	<b>£ 360.60</b>	<b>£ 6,860.61</b>
<b>Software</b>							
1	Wavestation Software	BSI *	£1,070.00	1	£ 1,070.00	£ 187.25	£ 1,257.25
2	Wavecart Software	BSI *	£ 205.00	2	£ 410.00	£ 71.75	£ 481.75
3	Cooledit2000 Music/Speech Editor	Syntrillium *	£ 140.00	2	£ 280.00	£ 49.00	£ 329.00
					<b>£ 1,760.00</b>	<b>£ 308.00</b>	<b>£ 2,068.00</b>
* Prices subject to Dollar Exchange Rate £1.4 = \$1							
					<b>£ 8,260.01</b>	<b>£ 668.60</b>	<b>£ 8,928.61</b>

(Prices Correct at Time of Compilation 31.08.2001)

All the equipment and software prices have been taken from currently advertised prices, with the exception of the personal computers required. The prices of computers are constantly changing.

A figure of £3000 Inc vat has been set aside for the computers as it is envisaged this would be adequate in obtaining the current models.

Taking into consideration various sources for the items required the companies identified are currently the least expensive suppliers.

## Summary

The radio station at Heatherwood Hospital will broadcast twenty fours a day using a computer controlled program scheduler. This will allow the radio station to transmit more patient information during automated sessions. These will include aftercare services, charity information and health education.

The overall funding required for the new 24 hr service will be  
**£ 8,928.61 Pounds.**

Any funds received will be used towards the project and any funds received over and above the target will be used to improve listening facilities around the site; including day rooms and the provision of additional loan radios.

This is a real opportunity for the radio service to continue its role as entertainment for the patients and staff at Heatherwood.

Radio Heatherwood has always been known as a friend at the bedside. We aim to continue that role and our future as the voice of Heatherwood, can be assured with the introduction of the new 24 hour automated broadcasting service at the earliest.

## 7 Appendix 1 Invitation to Radio Heatherwood

A demo version of the software has been provided on a computer in the radio studio's.  
An invitation to visit Radio Heatherwood at their premises is open to all sponsors.  
If you would like to visit the radio studio, or would like further information.  
Contact the station secretary.  
Details Below:-

## 8 Appendix 2 Contact Details

### Author & Coordinator:-

Secretary & Engineer Radio Heatherwood  
Peter Davidson-Smith

### Tel No:-

### Email:-

### All Donations Made Payable to :-

Radio Heatherwood

*Note:- The work of the League of Friends of Heatherwood and Radio Heatherwood can be followed by Visiting the Following Web Sites*