

The Future of Hospital Radio At Heatherwood. Hospital.

RADIO Heatherwood

Author Peter Davidson-Smith

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RADIO Heatherwood

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.



Hospital Radio Services (A Brief History)

- **Hospital Radio What is it all About ?.**
- Hospital radio has been established at over 350 hospitals in the UK since the 1950's. established to provide entertainment for patients.
- Almost 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.



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.



Radio Heatherwood

A Friend at Your 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.

H RADIO Heatherwood

A Friend at Your Bedside

- *Kevin Donaldson Presenter accepts a kiss from the first mug winner in 1993 Sylvia Sargeant*
- *Radio Heatherwood Where Patients are the Winners*
- *Radio Heatherwood A Friend At Your Bedside*



H RADIO Heatherwood

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



- A grateful patient accepts the latest edition of the mug celebrating:- 25 Years of the League of Friends Trolley Shop.



RADIO Heatherwood

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.



League of Friends Radio Heatherwood

Our Goals

- Make Radio More Accessible for Patients and Staff.
- Be An Entertainment Service First.
- Be An Information Service Second.
- Increase Listener ship and Participation.
- Assist Heatherwood Wards & Dept to Raise the Profile of Their Fundraising Ventures.
- Raise Heatherwood's Profile in the Local Community.



H RADIO Heatherwood

Two Hills To Climb

To Achieve our goals we have two hills to climb

- Install An Automated Transmissions Computer to Generate Computer Controlled Programs.
- Install Low Power AM Radio to Allow a Freely Radiating Signal Offering Free and Easy Access to the Hospital Radio.

Automated Transmission Computer & Software



A look at the first hill to climb.

24 Hour Transmissions

© facebook.com/VJPProductions.AudiolImageandVideoArchive

Automated Transmission Computer & Software

Radio Heatherwood 24 Hours A Day

- 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.





Automated Transmission Computer & Software

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.



Automated Transmission Computer & Software

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.



Automated Transmission Computer & Software

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.

Automated Transmission Computer & Software

Benefits of using the Computer Software

- 1) 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*).
- 2) This gives us the opportunity to encourage more people to support the hospital in all it's activities, i.e. fundraising etc.
- 3) 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.
- 4) 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.



Automated Transmission Computer & Software

Computer/Software Contractor

■ The company who will be responsible for the installation of the computer network and software has been chosen from three possible suppliers.

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 authorized UK supplier and agents for the company.

Automated Transmission Computer & Software

Demo Software

- A copy of the software chosen has been tested over the last six month's as to it's suitability.

WaveStation Radio Heatherwood 999kHz

File Edit Log Tools BSI Window Help

13:15:13 26 December 2000

Intro Count Up Count Down

00:00 00:05 00:58

Jidt3004 Greg & F Mac & Dion
RH Everywhere 03 (Riverdance)
Q:
Len: 01:14 Int: 00:00 Seg: 00:00
WAV IDTRAIL S: E:

Intro Count Up Count Down

00:00 00:00 00:14

+ Jidt1004 Vocal
Radio Heatherwood - Orchestral Mix
Q:
Len: 00:14 Int: 00:00 Seg: 00:00
WAV IDTRAIL S: E:

Intro Count Up Count Down

00:00 00:00 02:03

+ CD083604 Frankie Laine
Blazing Saddles
Q:
Len: 02:03 Int: 00:00 Seg: 00:00
WAV FILM&S S: E:

LOG: testcart - Cart Randomizer [Air Date: Unspecified]

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

Time Events are OFF Triggers are OFF - NONE Automation: Full - 0ms Event Log is ON

Automated Transmission Computer & Software

Demo Software



WaveStation Radio Heatherwood 999kHz

File Edit Log Tools BSI Window Help

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WAV FILM&S S: E:

LOG: testcart - Cart Randomizer [Air Date: Unspecified]

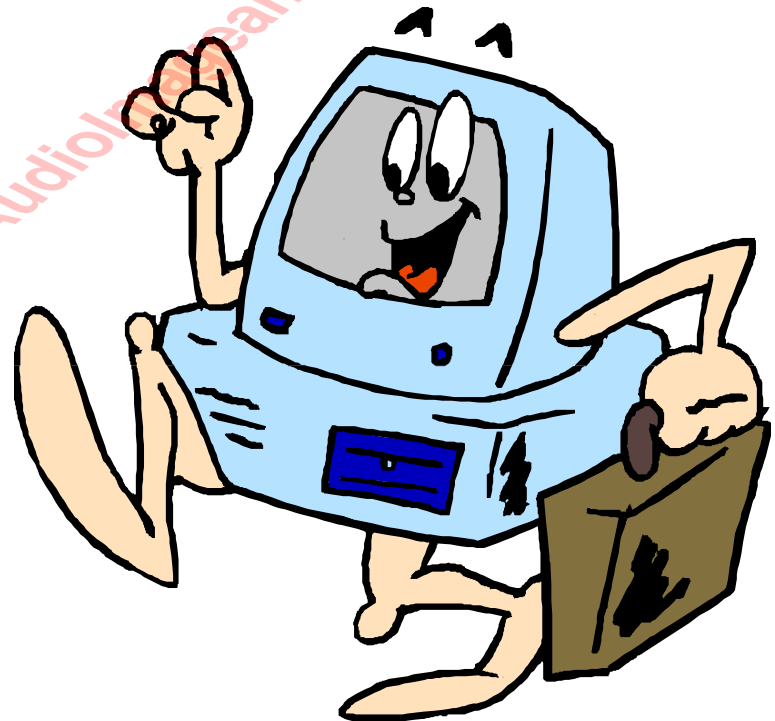
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Automated Transmission Computer & Software

Music Library

■ In preparation for the introduction of the service a selection of 7000 records have been recorded ready to be transferred to the computer for program scheduling. This has taken 6 month's to complete.





Automated Transmission Computer & Software

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.

Automated Transmission Computer & Software

Project Costs Hardware

item no	Description Hard Ware	Supplier	Unit Cost	Qty	Nett Total	Vat	Gross Total	
1	Personal Computer	Dell	£ 2,000.00	2	£ 4,000.00	N/A	£4,000.00	inc vat
2	Power Backup	Watford	£ 150.00	2	£ 300.00	N/A	£ 300.00	inc vat
3	Add Soundcard Turtle Beach Montego 2 Plus	Watford	£ 110.60	2	£ 221.20	N/A	£ 221.20	inc vat
4	Add Mitsubishi Diamond 17'	Watford	£ 180.00	2	£ 360.00	£ 63.00	£ 423.00	inc vat
5	Interface for add screens keyboard	Keyzone	£ 135.00	1	£ 135.00	£ 23.63	£ 158.63	inc vat
6	Add Keyboards	Watford	£ 6.00	2	£ 12.00	£ 2.10	£ 14.10	inc vat
7	Audio Interface Units							
	STDA-3 Line Level Unit	Canford Audio	£ 103.00	5	£ 515.00	£ 90.13	£ 605.13	inc vat
	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	inc vat
	STR-19A Rack Unit	Canford Audio	£ 100.50	1	£ 100.50	£ 17.59	£ 118.09	inc vat
8	Control Trigger Interface Units	BSI	£ 443.75	1	£ 443.75	£ 77.66	£ 521.41	inc vat
9	Equipment Rack	Studio Spares	£ 150.00	1	£ 150.00	£ 26.25	£ 176.25	inc vat
10	Misc Connectors Cable Etc	Misc	£ 200.00	1	£ 200.00	£ 35.00	£ 235.00	inc vat
					£6,763.79	£392.45	£7,156.24	inc vat

Automated Transmission Computer & Software

Project Costs Software

	Software	Supplier	Unit Cost	Qty	Nett Total	Vat	Gross Total
1	Wavestation Software	BSI	£ 650.00	2	£ 1,300.00	£ 227.50	£1,527.50
2	Wavecart Software	BSI	£ 160.00	1	£ 160.00	£ 28.00	£ 188.00
3	Symantec Norton Anti Virus 2000	Watford	£ 24.00	2	£ 48.00	£ 8.40	£ 56.40
4	Cooledit2000 Music/Speech Editor	Syntrillium	£ 61.25	2	£ 122.50	£ 21.44	£ 143.94
5	Hi Space Blank Media CDR	Watford	£ 6.95	3	£ 20.85	£ 3.65	£ 24.50
6	Access Database Program	Watford	£ 439.00	1	£ 439.00	£ 76.83	£ 515.83

Software	£ 2,090.35	£365.81	£ 2,456.16 inc vat
Hardware	£6,763.79	£392.45	£7,156.24 inc vat
Total Cost	£ 8,854.14	£758.26	£ 9,612.40 inc vat

Automated Transmission Computer & Software

Costs Cont:-

- 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 £4000 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.

Automated Transmission Computer & Software



The Overall Funding Required for the
New 24 Hour Service
£9,612.40 pounds.

Low Power AM Service Freely Radiating Service on the AM Band



**A look at the second hill to climb.
How to Improve the Reception of Radio
Heatherwood**

League of Friends Charity No (900282) Heatherwood Hospital



Low Power AM Radio Service

Proposal By Radio Heatherwood

Author P Davidson-Smith

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Low Power AM Radio

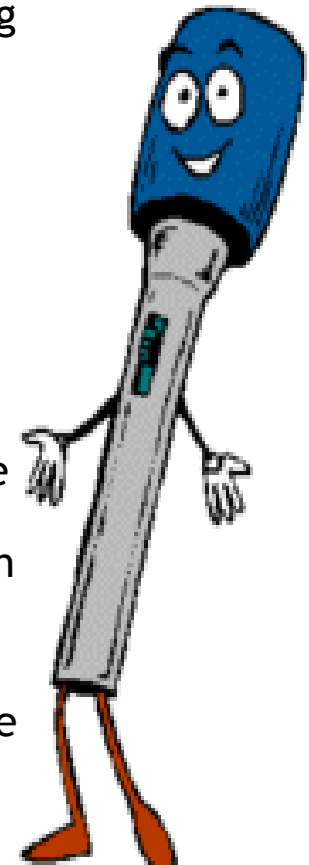


■ Foreword

- The following pages are part of a project which is currently on the shelf due to other commitments by the league of friends personnel, and an unwillingness on the part of the hospital trust to develop the idea.
- We have published this project which details, what the future holds for hospital radio Heatherwood as well highlighting problems for other hospital radio stations.
- We hope this will clarify the position of Radio Heatherwood and other hospital radio's who find themselves in similar circumstances.
- Despite years of lobbying of the Radio Authority to allow a frequency for which hospital radio's could freely use, hospital radios are still being denied access to patients on wards through the improvement of the radio systems.
- Hospital Radio's around the UK must now convince trust managements of the benefits of the services before they can be installed.

Background on the Introduction to Low Power AM

- Over the last 20 years the National Association of hospital radio services has been pursuing the issue of a broadcasting frequency for which hospital radios could use.
- On the 14th July 1998 The Radio Authority the body which regulates broadcasting frequencies for all transmission services in the UK; announced the introduction of a low power freely radiating Am broadcasting system for all hospitals/University campuses outside the M25 corridor.
- Test sites around the UK Stoke Manderville, Radio Tyneside have proved that a low power transmitter will adequately cover the hospital site without the need for the installation of expensive cable listening systems.
- All cable radio systems including inductive loop systems are constantly generating financial burdens for their hospitals because of ageing cable networks, construction work and changing developments on hospital sites.



Low Power AM Radio Project

■ Objectives

- In partnership with other interested groups, raise enough funds to update and improve the radio transmission system at Heatherwood Hospital for the benefit of patients and staff.
- The radio station will cease broadcasting on the inductive loop 999kHz AM service(33 aerials) and will broadcast on a new Low Power Freely Radiating Am service using 1 aerial mast
- In addition the radio service will broadcast 24 hours a day offering entertainment, news & information using a computer operated program scheduler.



The Future for Hospital Radio

How Can I Listen in ?



- It is well documented that music has proven to aid the recovery of patients.
- If I was to have a stay in hospital what chance do I have of listening to a radio/music service at my bedside either local or national ?. As part of the charter for NHS hospitals it was the hospitals responsibility to ensure each bed had the choice of four radio services.
- A survey into the answer for the above question could be quite a damning report against NHS trusts who over the years have had to neglect the radio services at the bedside using much needed cash for the essentials and keeping hospital wards to a reasonable level of decoration etc.
- The available radio services at the bedside, has fallen upon the local hospital voluntary groups league of friends etc or the radio station at the hospital to maintain a presence on the wards.

The Future for Hospital Radio

How Can I Listen in ?



- Some hospital's have in partnership with their voluntary bodies have been able to maintain a reasonable level of radio services at the bedside but at others, it has become non-existent.
- Surveys at Heatherwood in the early 1980's revealed similar problems with radio services severely suffering from a lack of maintenance renewal.
- What could be more frustrating, to spend time in a hospital ward recuperating only to find that no opportunity is available to be entertained by the hospital radio service.
- **What are the available options for the patients of Heatherwood ?.**

Methods of Receiving Radio Services at Heatherwood.

100 Volt Line Bed-Head Radio System (Old Style Plastic Stethoscope Headsets).

- The oldest method of delivery which uses a cable between power amplifiers in an equipment room to each and every bedhead. Suitable for long cable runs. Each radio channel supplied to the bedhead would require 1 pair of wires per selection channel.
- Once at the bedhead, the system was either fixed on the wall or a flexible handset was available. A plastic headset tube would then be connected.
- Damage to handheld units or units above the bed would be easily inflicted and each unit at the bedside would cost anything up to £70 each to replace. The plastic headsets also became expensive to replace (£3 each).

Heatherwood has this system fitted in most wards.

The bedhead radio system offering four choices of music services was introduced to the hospital in the late 1960's. but as at Sept 2000 only two wards are actively using the system because of damage, or no available plastic headsets. Wards 2,10,14,7 and assessment wards have no access to the bedhead service.



Methods of Receiving Radio Services at Heatherwood.

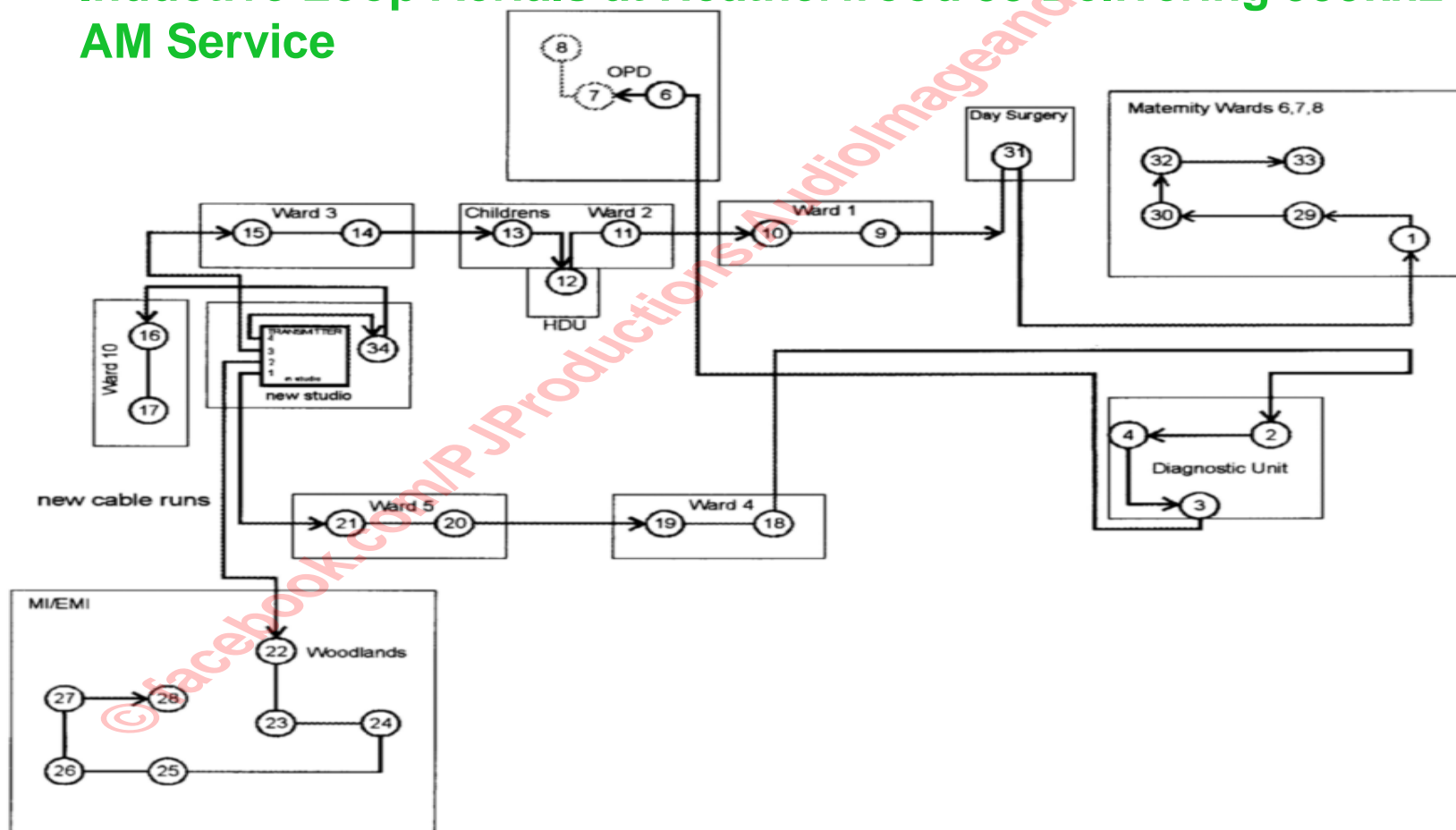
Inductive Loop

- Introduced in the 1980's as one of the alternatives to the old style radios services. The inductive loop places active aerials in each ward. fed by coaxial cable runs around the site. Each Aerial will induce a signal into an am personal radio within 60ft of the aerial.
- This system gives the patient flexibility to move around the site and still listen to the radio, but relies on access to am type personal radio's.
- The inductive Loop system was never installed to be the primary service at Heatherwood. It was there to be complementary to the existing bed-head system. Unfortunately that has now changed.

Radio Heatherwood was the fifth hospital radio in the UK to be fitted with the am inductive loop system. The service was installed in 1988. Heatherwood Hospital has 33 aerials around the site maintaining the service.

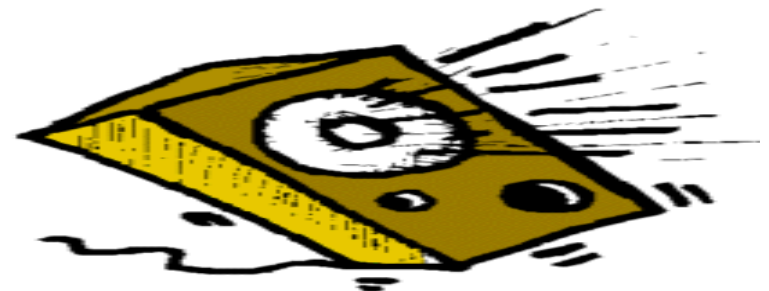
Low Power AM Service Freely Radiating Service on the AM Band

- Inductive Loop Aerials at Heatherwood 33 Delivering 999khz AM Service



Summary of Radio Delivery Methods

- The two methods of delivery both suffer from damage either inflicted by the users or the cables which are used around the hospital sites are damaged as hospitals go through various renovation programs.
- The inductive loop system offered greater flexibility in allowing patients to move freely around the wards/garden and still be able to listen to the hospital radio service be it only one service.
- Ultimately each system had it's good points but all are very costly in maintaining because of the nature of long cable runs and constant hospital changes.



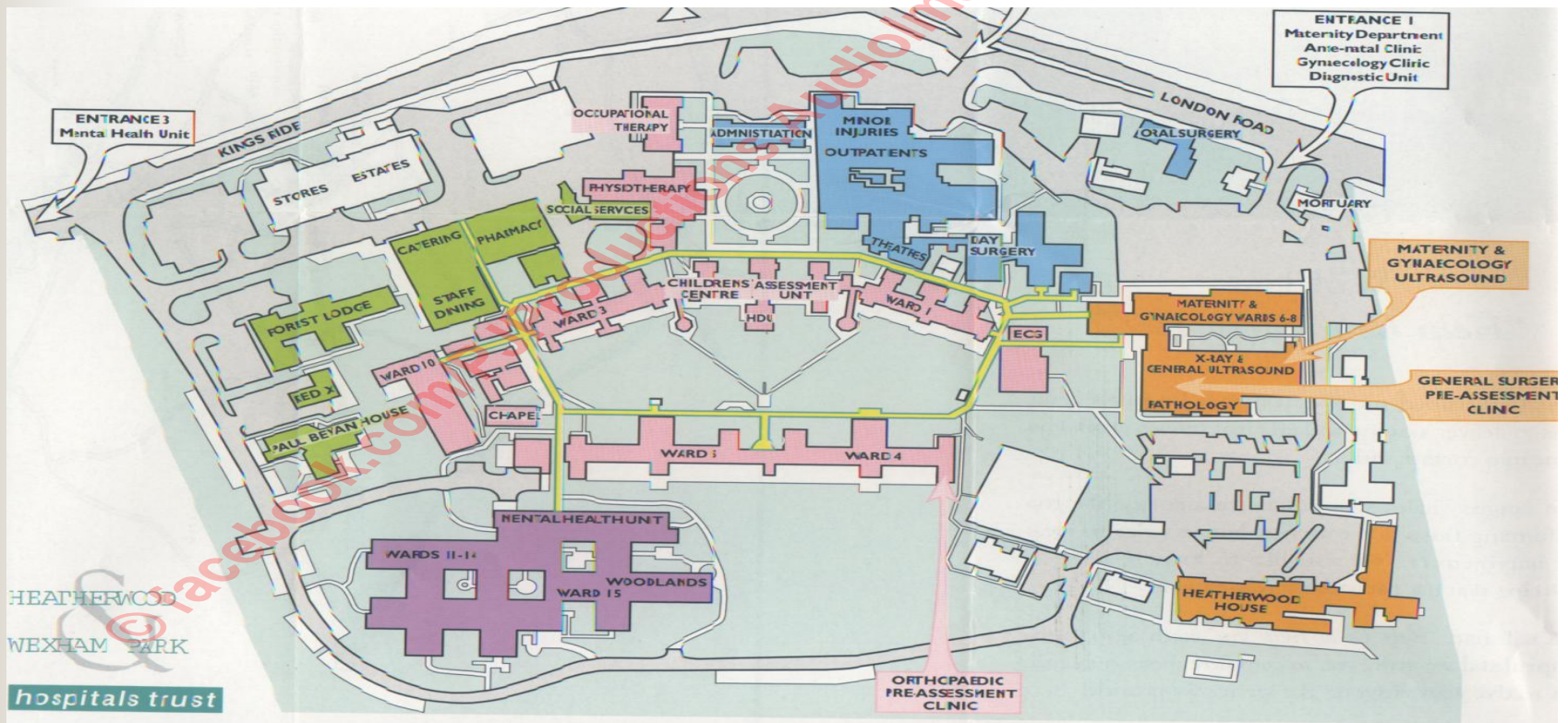


Patient-Line

- A new system offering TV/Radio services/Telephone at each bedhead using a similar method of delivery as Bedhead System.
- Heatherwood was surveyed in 1999 for the proposal of installation. The system was only viable on 5 wards.
- Although not installed at Heatherwood yet. This is the reason LPAM has been shelved by the trust.
- This is only fitted into wards where patients are compos mentis and have the ability to pay. The units do allow listening to the radio services but patients have to pay to use the TV and the phone at min 50p per min charging rates. A survey of wards at Heatherwood would reveal only five wards eligible for the service.

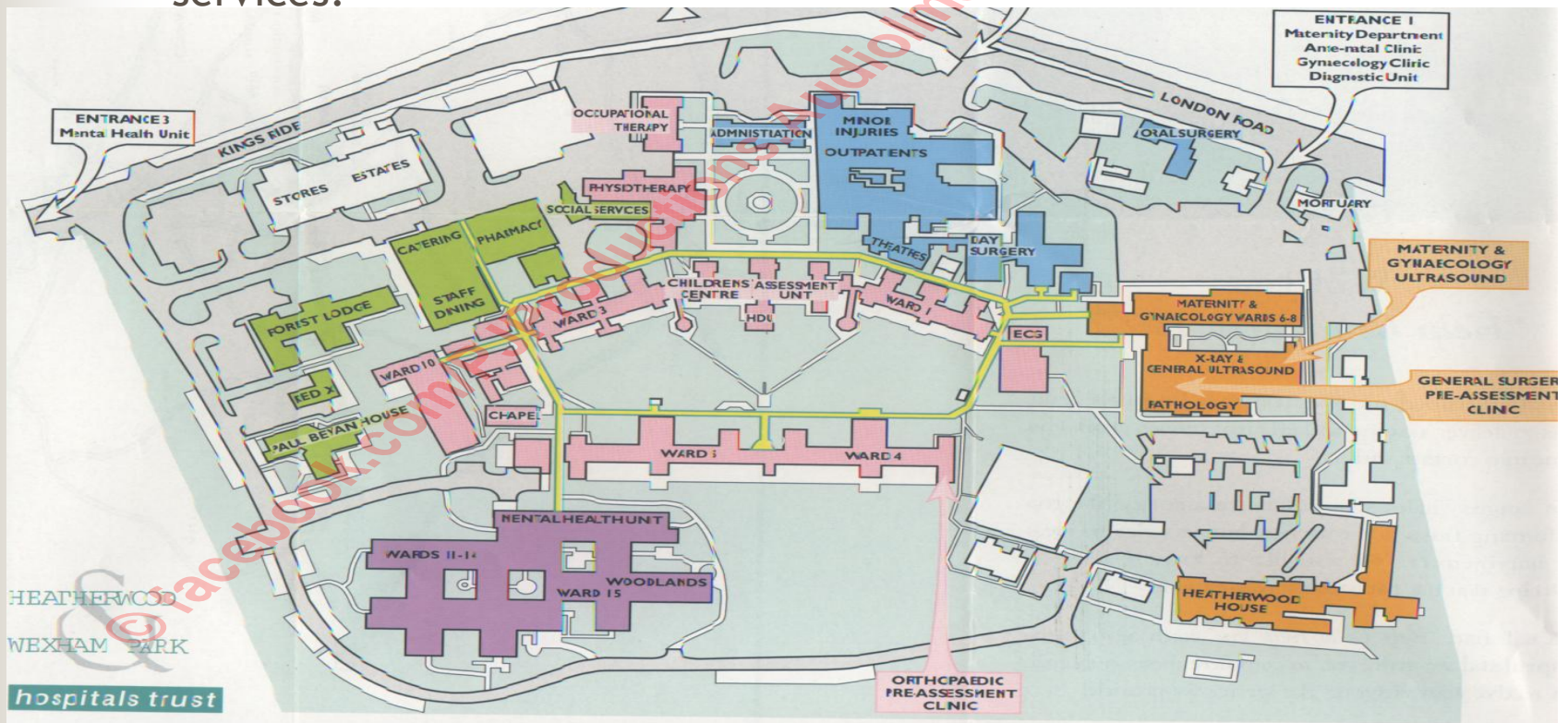
Heatherwood. Re development

- Over the next ten years, the hospital site at Heatherwood. will undergo a transformation to cater for new health policies and medical treatments to be administered at Heatherwood.



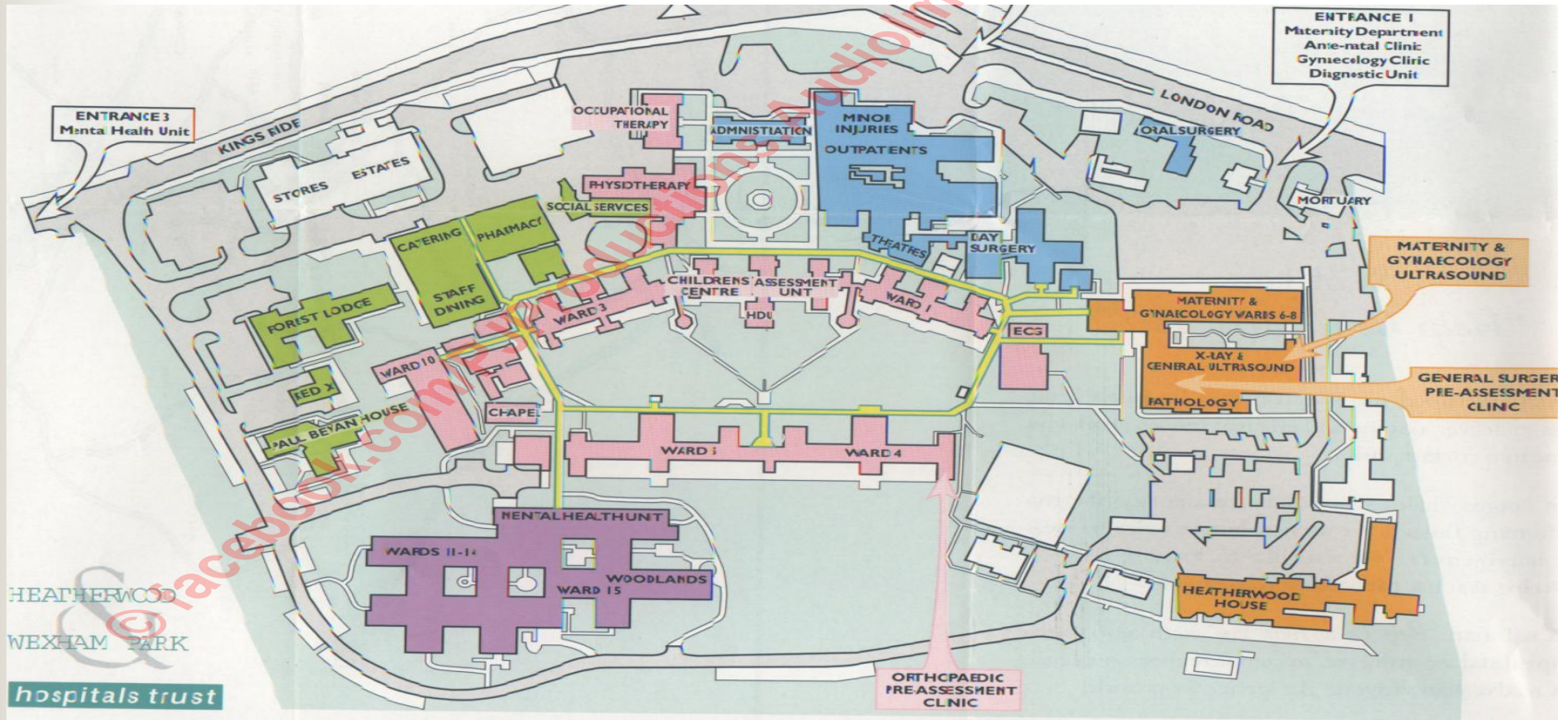
Heatherwood. Re development

- A large proportion of existing buildings will be swept away and existing buildings modified. This will decimate the existing cable networks which support the inductive loop or bedhead radio services.



Heatherwood.Re-Development.

- In the last fifteen years after any renovations on the wards. The bedhead system has been damaged and not re-connected after completion of work. Inductive Loop network has also suffered.



Inductive Loop System Damage at Heatherwood

Damages Inflicted By Changes to Hospital Site.

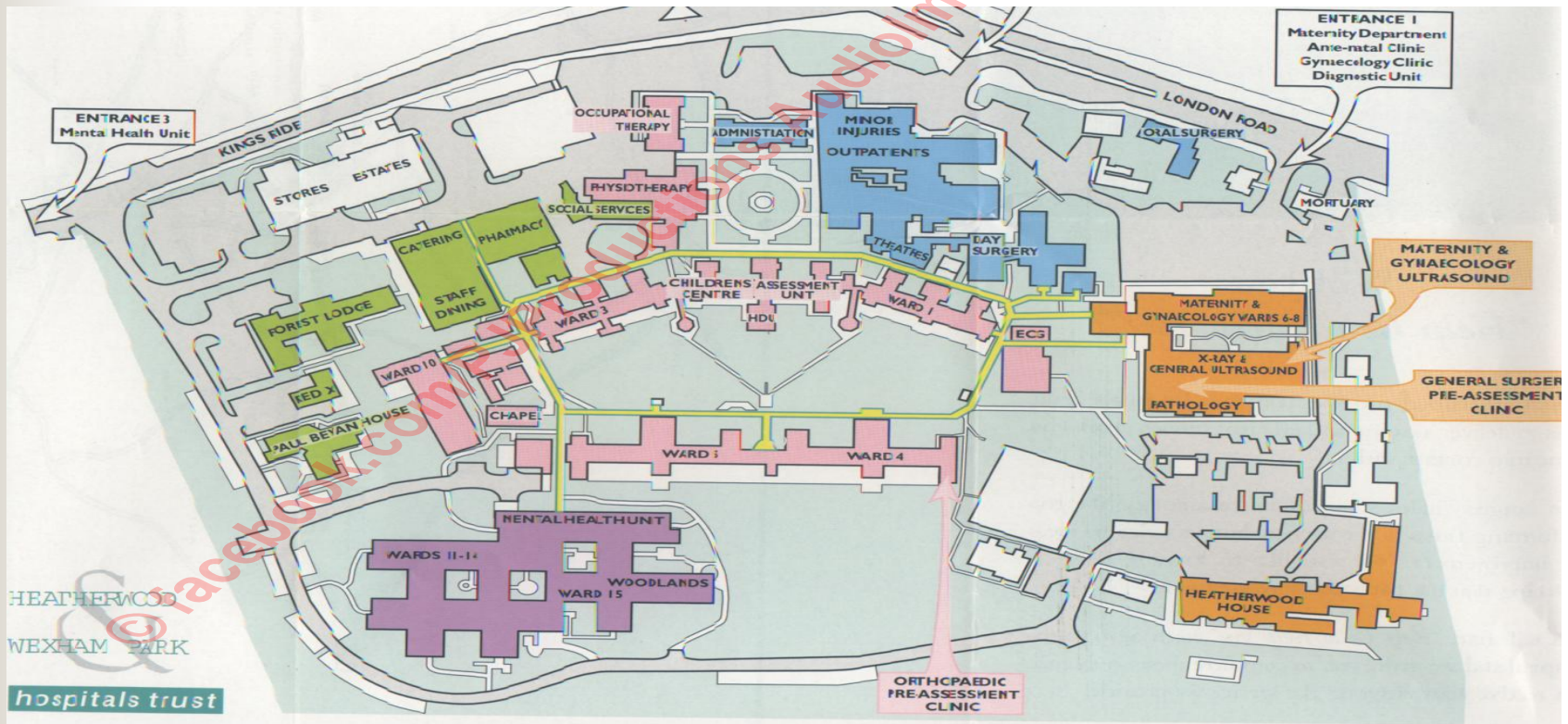
- Since the introduction of the inductive loop system, building changes around the site have caused damage to aerals or part of the cable network which supports the system.

21/05/93 A/E Dept -	£325.50
01/03/95 Ward Nine -	£339.67
01/02/97 Ward Seven -	£389.38
27/08/98 SCBU Repairs -	£105.20
16/08/00 Studio Move -	£1169.13
10/02/01 Maternity Unit -	£115.06

<u>Damage Costs</u>	<u>£2443.44</u>
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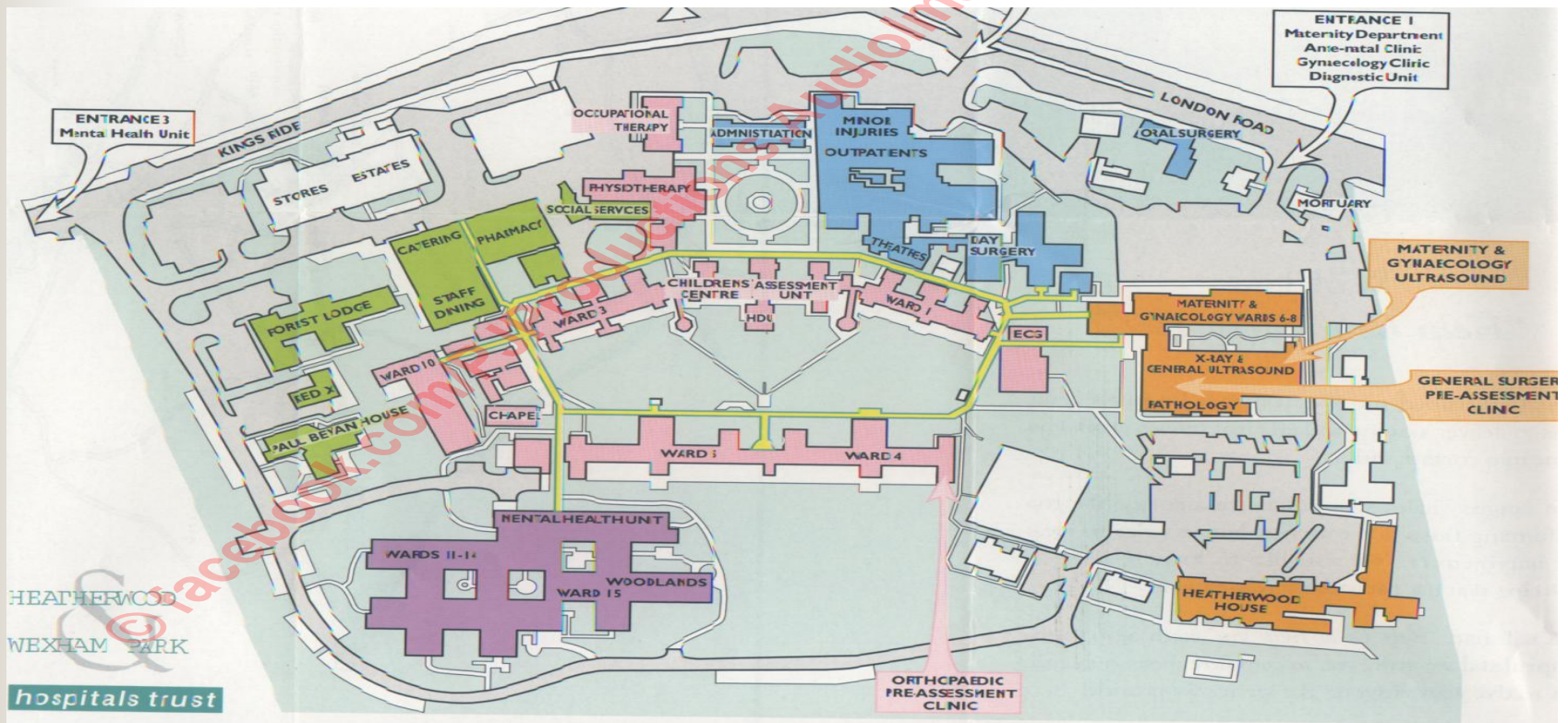
Heatherwood.Re-Development.

- Inductive loop Re-cabling costs are expected to exceed £ 8,000



Heatherwood.Re-Development.

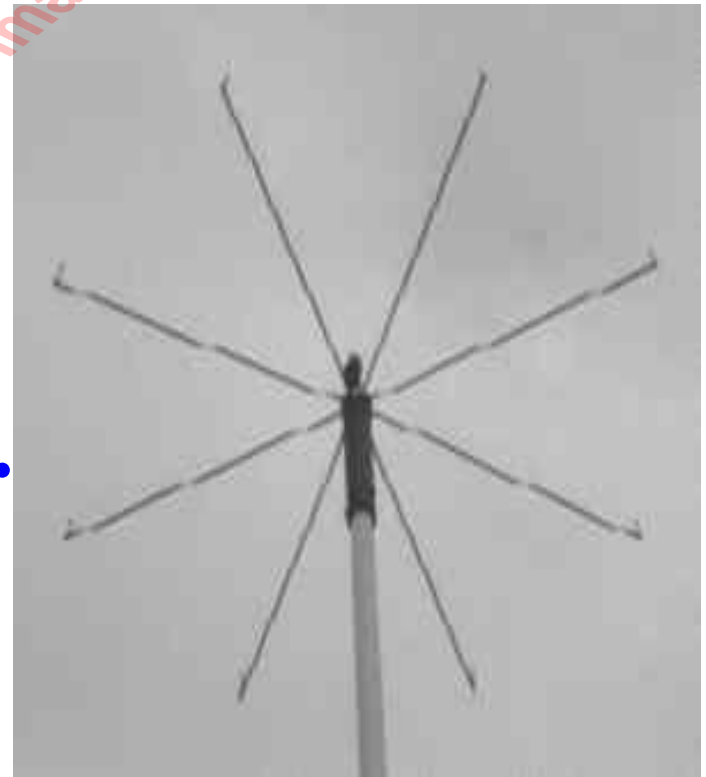
- The future on-going changes at the site will always burden the league of friends with repair costs etc.
- What is the Alternative ?



What is the alternative to expensive cable systems ?

- A single aerial capable of delivering a signal to the whole site without the need for cables.

- **The System:-**
Low Power AM (LPAM).



What if Radio Heatherwood. Were to Change to the New Low Power AM System ?

- LPAM for Heatherwood
- In an effort to improve the radio services at Heatherwood. The League of Friends is looking at an alternative to re-cabling existing systems. The alternative which is favoured by the League of Friends is the installation of the Low Power AM Service.
- A Single Aerial
- A single aerial mast would deliver the new service. This would be installed at one of the selected areas around the site which is suitable.



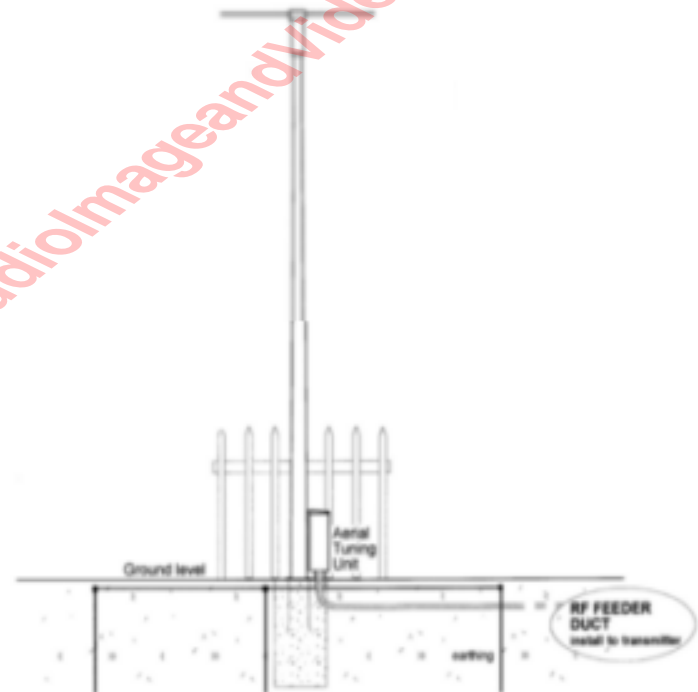
*The above installation at Stoke Mandeville Hospital.
The transmitter mast with transmitter equipment
contained in the Garden Shed..*



*A close up picture of the Aerial Top Array at Stoke
Mandeville.*

What if Radio Heatherwood. Were to Change to the New Low Power AM System ?

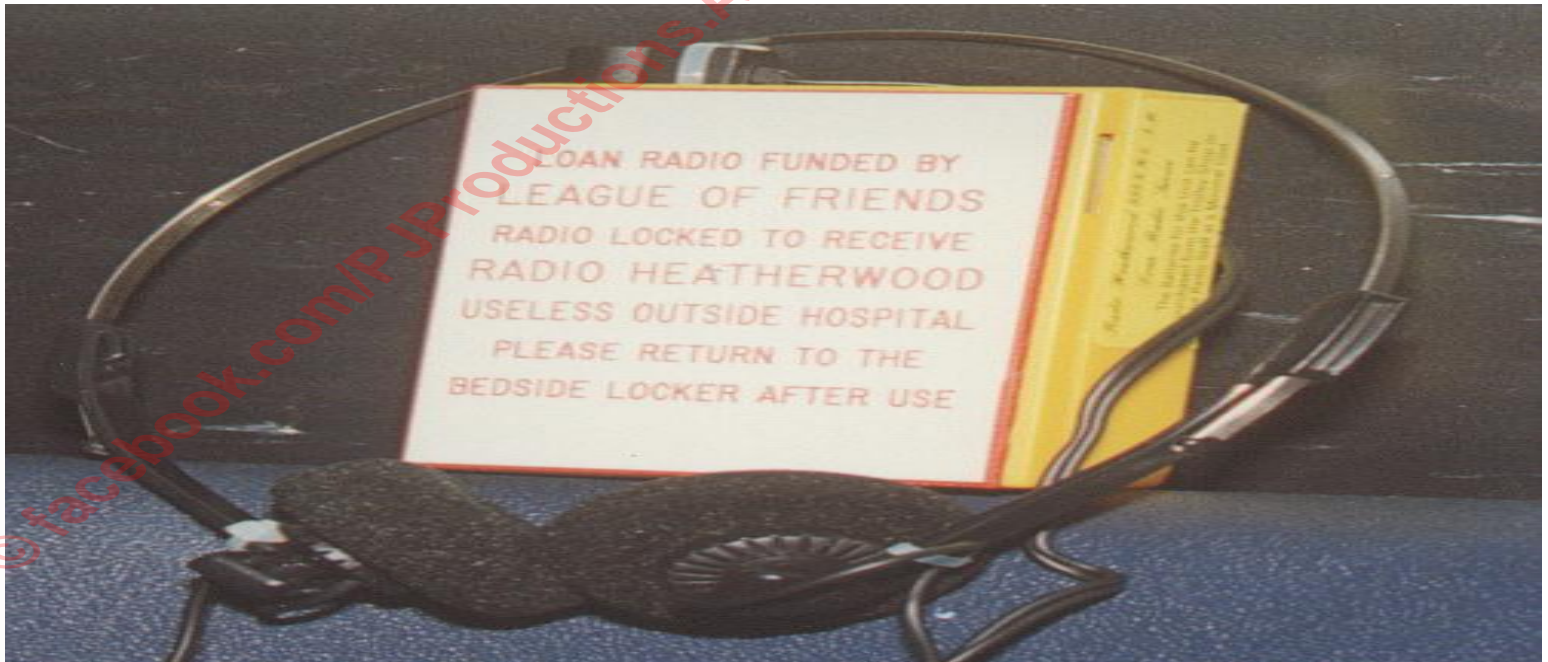
- *The Single Aerial Mast is 10 metres High and would be subject to Planning Permission by the Local Council*



A move to the new system (Low Power AM) would mean everywhere on the hospital would freely be able to listen to the hospital radio service including all residences. (Residences at present do not receive a radio service or any patient area's which have been created since 1988).

Benefits of Low Power AM Loan Radio Service

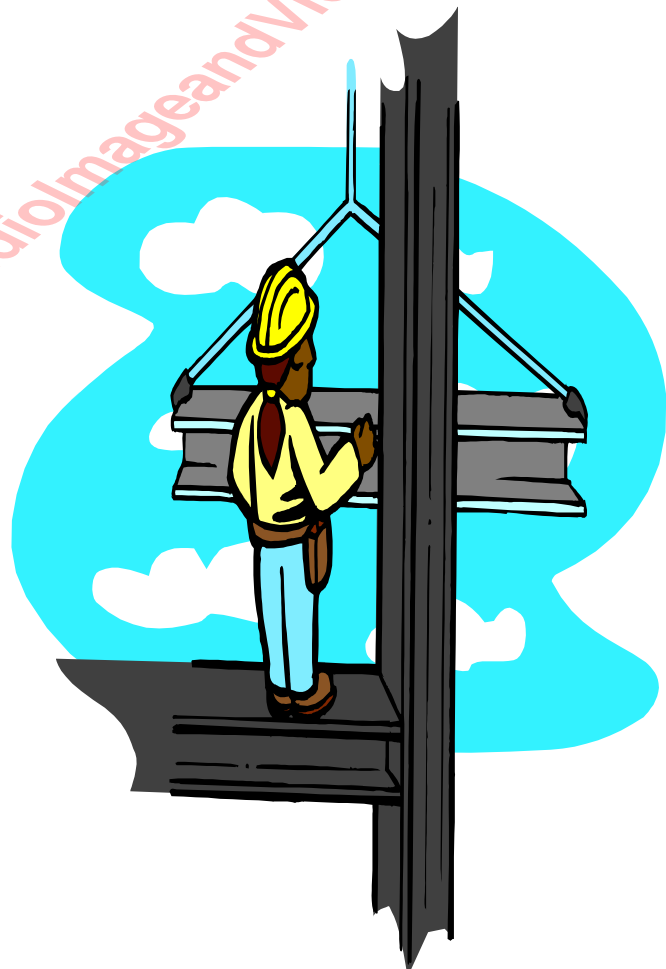
- The league of friends and Radio Heatherwood. have been supporting the issuing of loan radios for patients since 1990. 246 loan radios offer an opportunity for patients to be entertained during their stay.
- The new service will continue to use the existing personal radio's.



Benefits of Low Power AM

Minimal Chance of Damage

- Any future remedial work carried out to wards/depts would not interfere with the broadcasting system causing any un-necessary financial burden for the league of friends/radio station.
- Any future building work or changes made to the site would mean buildings could automatically receive the am service without the need for installation of a new cable/aerial network.





Benefits of Low Power AM A Voice for Heatherwood.

- The installation of the low power am service allows us to deliver an entertainment/information radio service to the patients and staff of Heatherwood.
- The nature of the delivery of the radio service, means more people will be able to listen in to the transmitted signal. 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 health education, 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.
- An opportunity to raise funds for the hospital through sponsorship of programs and raise the profile of the hospital trust, league and radio service.

Benefits of Low Power AM Headlines

- A Single Aerial to Maintain, Not 33
- Minimal Chance of Damage to The Installation
- Existing Loan Radio's Can Still be Used with LPAM
- A Voice For Heatherwood and An Information Service 24 Hours A Day
- An Opportunity to Reach a Wider Audience
- A Radio Service Dedicated to the Well Being of Heatherwood



Low Power AM Radio Summary

- The radio station at Heatherwood hospital will cease broadcasting on the 33 aerial Inductive loop system and move to the new system of Low Power AM with the installation of a single aerial to transmit their signal.
- In addition the radio station will broadcast twenty four 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 and local hospital news and advice.



Low Power AM Radio Summary

- The new Low Power AM service will also allow us to reach a much wider audience improving our success in generating support for the work of the hospital and charity groups concerned for it's future.
- The overall funding required for the new 24 hr service will be £25,230.85 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.



Low Power AM Radio Summary

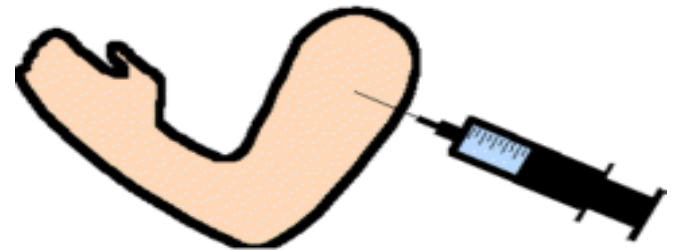
- This is a real opportunity for the radio service to continue its role as entertainment for the patients and staff at Heatherwood.
- Radio Heatherwood. has always been known as a friend at the bedside. We aim to continue that role and our future as the voice of Heatherwood. can be assured with the introduction of the new Low Power Am service at the earliest.



Questions & Answers on LPAM

You are Broadcasting on Inductive Loop AM: Why Do You Need to Change to Low Power AM ?

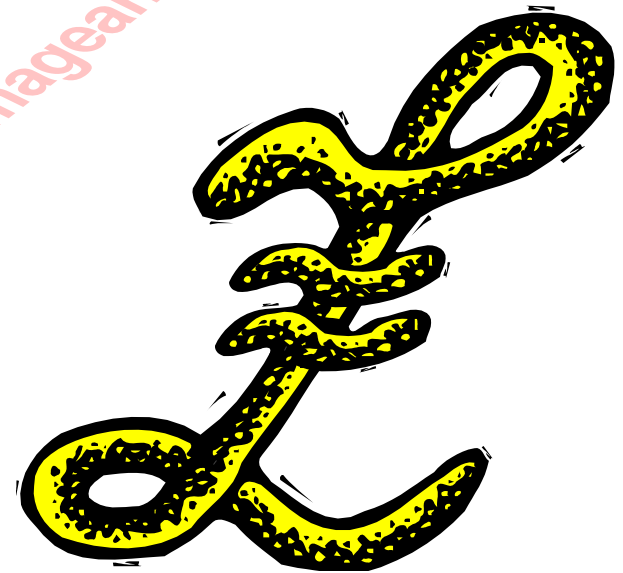
- The inductive loop system has served us well and has provided the opportunity for us to develop the radio service at Heatherwood. It was the only option available to us in 1987. If Low power AM was available back in 1987 we would have opted for it because of the maintenance implications and the way the service is delivered.
- The future doesn't look assured for the inductive loop installation, proposed alterations to the hospital site make it necessary for a change and we must make alternative arrangements now, if we are to continue broadcasting at Heatherwood.



Questions & Answers on LPAM

How Much Will the New Service Cost to Install ?

- The system is divided into two costs the first especially for the low power am would be £12-£15,000 pounds. If you install this you must then make arrangements for the sustaining service which would be the computer/hardware etc. This would add another £10,000 to the cost.
- The expected cost for the completion of the project would be £25,000.



Questions & Answers on LPAM

How Will You Fund the Project ?

- We will contact local trust funds and fundraising groups appealing for grant aid and support.
- **Is It the Intention of the League of Friends to Fund The Project Entirely ?.**
- No; The League has agreed to underwrite the project but this is unlikely to happen. The league recognises the long term benefits this could bring to the hospital and the prestige not only for it's self but also the prestige for the hospital and it's staff.
- A deposit sum will be required to ensure the project is launched but this along with other monies will be raised through appeals to other interested parties.



Questions & Answers on LPAM

Who Will Be Able to Listen to the Service ?

- The service will be available to any person with an am radio within the boundaries of Heatherwood Hospital.
- **If You Can be Listened too Outside of the Hospital Will You be Directing your Programs at the Public ?**
- NO; One of the rules for the issue of the licence is we don't seek to provide a service for the general public. In essence we cannot take requests to play music for i.e. Mable at Haversham drive in Bracknell.
- This doesn't prevent a member of the public making a request for a patient in one of the wards and being able to listen to it as well as the patient.
- In addition we are not allowed to advertise our service which extends beyond the boundary of the hospital.

Questions & Answers on LPAM

If you Install this New LPAM System will you be Broadcasting Adverts?

- There are lot's of implications of accepting adverts which could increase the running costs of the service, paying extra for music, vat etc. It would be our intention to take sponsorship of programs etc.

Are There Any Other Hospital Radio's On LPAM ?

- At present since the introduction of the service 16 hospitals are now on the LPAM service:-



Questions & Answers on LPAM

Existing Stations

<i>Hospital</i>	<i>Station</i>	<i>Frequency</i>
Basildon	Basildon Hospital Radio	1287Khz AM
Bassetlaw District	Bassetlaw Hospital Radio	1278Khz AM
Loughborough	Carillon Radio	1386Khz AM
St Richards	Chichester Hospital Radio	1431Khz AM
Crawley	Hospital Radio Crawley	1287Khz AM
James Paget	Hospital Radio Yare	1350Khz AM
Hemel Hempstead	Hemel Hospital Radio	1350Khz AM
Hull Royal Infirmary	Kingstown Radio	1350Khz AM
Princess Royal	Mid-Downs Hospital Radio	1350Khz AM
Royal Oldham Hospital	Radio Cavell	1350Khz AM
Rotherham District	Radio Nightingale	1350Khz AM
East Surrey Hospital	Radio Redhill	1350Khz AM
Royal Victoria	Radio Tyneside	1575Khz AM
West Suffolk	Radio West Suffolk	1350Khz AM
Stoke Mandeville	Stoke Mandeville	1575Khz AM
University Hospital Aintree	Sunshine Radio	1350Khz AM

A large number of hospital radio stations around the UK are now actively seeking to move towards a LPAM service.

In addition 21 universities/colleges are also on LPAM.



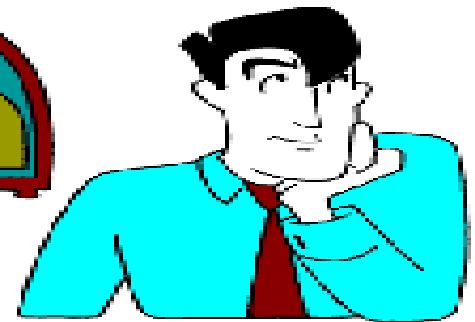
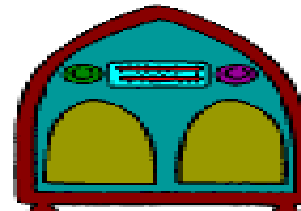
Questions & Answers on LPAM

What If You Were to Leave Things as They are ?

- **The Do Nothing Option: is Not an Option!**
- In 1987 when we were fundraising for the inductive loop system we were faced with the same dilemma do nothing was not an option . If we had not gone ahead at that time with our proposals we are convinced there would be no hospital radio service today.
- We would consider leaving things the way they are, but development on the site has made us aware long term we could be forever raising funds to pay for re-cabling and re-installation of one of the many aerials around the site.
- We must take this opportunity now, rather than later to embrace the new technology available to us and move to Low Power AM at the earliest.

Why Has the Project Not Gone Ahead:-

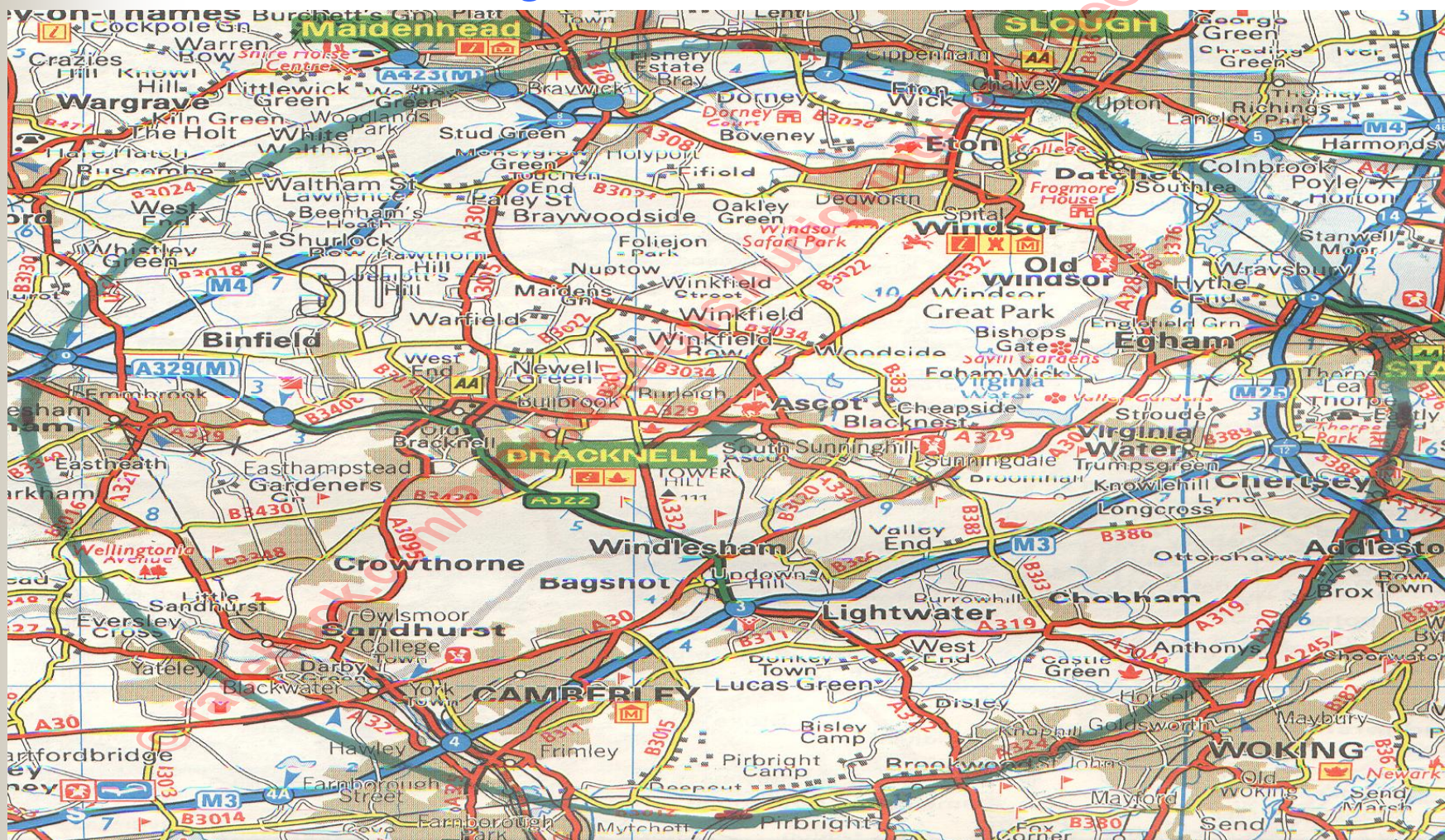
- In Late 1998 the hospital trust were asked for their views on this service and initially were behind the idea. However by June 1999 the hospital trust were not assisting with the development of the project and we were then advised the trust is looking at Patient-line as the preferred method of radio services. In January 2000 we were advised the project had been shelved and Patient-line was on the table.



- The League of Friends & Radio Heatherwood considers the fact of Patient-line being installed as irrelevant. LPAM could never compete with Patientline but could complement its services. Existing hospitals have patientline and LPAM and these hospitals benefit from both systems.

Low Power AM Potential Listeners Area

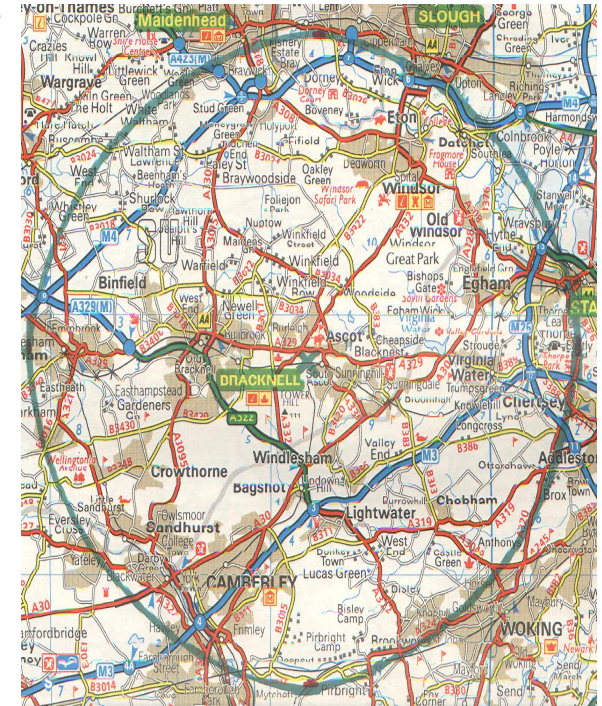
An Eight Mile Radius Is Possible



Low Power AM Potential Listeners Area

An Eight Mile Radius is Possible

- Although the radio service will extend beyond the boundary of the property. One of the requirements of the licence is, we don't seek to provide a service for the listeners outside or advertise the fact.
- This however doesn't prevent them from listening in and catching up with all the news or listening to the request they have put on for their relative or friend who is in the hospital.
- A radio station dedicated for the benefit of the hospital, can reach a much wider audience and offer greater fund raising potential for the hospital.



What Happens Now to LPAM at Heatherwood ?



- The LPAM system is the only sensible way forward for hospital radio's in the UK if they are to continue attracting presenters, and encouraging outside support groups to support hospital's.
- Those hospitals/radios who fail to move to the new LPAM will find recruitment more difficult for volunteers if surrounding hospitals offer a better opportunity to improve their broadcasting skills.
- Closed loop systems like patient-line or any of the other methods of delivery are old technology and will continue to attract large repair bills. In addition they restrict the user to the immediate bedhead.
- The LPAM system has the possibilities to reach a much wider audience. Hospital Staff members can play an active part as they too can listen anywhere.
- At present LPAM stations are not allowed to acknowledge the public in the listening area around the hospitals.
- In the meantime an audience listener-ship of the local population must enhance the value of the hospital radio station for those hospitals already on LPAM.

What Happens Now to LPAM At Heatherwood ?



- LPAM or Inductive loop for that matter will never be able to replace the cable systems but working together they can offer the best of choice for listeners. Sixteen hospital trusts can't be wrong.
- LPAM is not just restricted to hospitals it's a system which is available to college's universities and any large establishment which needs a communication method which is easy to install and not too costly.
- This means the frequencies available to be used are not endless and the longer the option is not taken up, the less likely in the future you will be able to obtain a frequency from the Radio Authority.
- We can only hope that Heatherwood doesn't miss the boat and someone will grasp what the potential of this broadcasting system is and the benefits it could bring to the hospital trust, League of Friends & the radio service, before it's too late !!!!!.





RADIO Heatherwood

A Friend At Your Bedside

