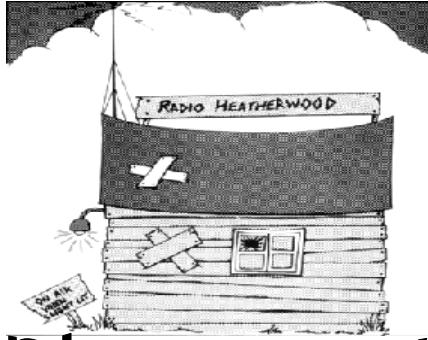


RADIO Heatherwood



Presenters Newsletter Iss 78 Winter 1999

The Radio Heatherwood staff newsletters took many styles and methods of production during it's publications.

The originals have been lost, but to show the flavour of the content we have recreated an issue (78) a newsletter originally published in Winter 1999.

This was produced using Microsoft publisher and was printed on a coloured sheet of paper. All the layout mistakes and poor positioning of items are still shown, so as not to change the history of the development of the newsletter.

A copy was then left in the team trays for each volunteer.

The only changes made to these have been the removal of personal phone numbers.

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Presenters Newsletter

RADIO Heatherwood

Welcome to 1999 and the first newsletter of the new year. In this jam packed edition, bedhead amps work progresses, the final part of the Stoke Mandeville story, plus donations, yakkety yak and all your favourites:-.

Arrivals

The station welcomes 7/1 Laraine bridges to Thursdays John Scaife also. 11/1 Nicholas Gosling to Mondays.

✓ Donation

Feed back from the post-bag 29/12/98

Betty Edey writes:- Just a thank you I was in ward 5 from 3rd November for 12 days it was so nice I won a white rose and it was brought to my bedside. To all of you at Radio Heatherwood. Best wishes.

(Christmas card received and £10 donation).

✓ Donation

Saturday 2/1/99 Francis Meads on ward 3 lucky winner of the first mug of 99 for Saturdays was so pleased we played her request for Matt Monro she just had to give us a little something £2. She also remembers the days of the radio when you brought in your own records to be played. Had lots of stays at Heatherwood. Over the years has always loved the radio service.

Feedback

A woman's touch has arrived on Saturdays with the training of Belinda

on the crew. On Saturday 9/1 she put Dave & PJ to shame when she came dressed to thrill(Most Business like). On the wards she could have quite easily have been mistaken for a consultant. It did the trick a donation arrived from a patient on ward three and Dave and PJ felt they could discuss their ailments with Heatherwood's new consultant " Dr Rolfe ".

Nice one Belinda!!!!.

✓ Donation

Wednesday 13th January 1999 Bruce accepted a donation from Phyllis Hill on ward 5 with the note Congratulations on your service and the enthusiasm of your staff. Please accept this cheque in furtherance of radio Heatherwood. I would rather my small contribution remained anonymous. (£10 received).

✓ Loan radio

Donation

On Wednesday 27th January Wednesday team accepted a £10 donation for a loan radio dedicated to James Robert & Alice Troop.

Record Donation

A friend of Roger's Eric Mallam donated a bag full of Cassette tapes recently.

⚙️ Engineering Corner

On Saturday 30th January the bed-

head amp for channel 3 was switched off and the new rack with the new amp was put on test. The quality of music produced was immediately noticeable. The test will last for the next couple of weeks with the view to have all amps changed and the old unit removed by end of March.

Yakkety Yak

Picture the scene one Saturday morning a mother, a baby, and a willing presenter. Fatherhood shone through when it was time to feed the baby before a trip to the sites of Ascot. Step up a member of the Wednesday team.

(000h AAAAh that's blown his street cred !).

Money & Donations

When a member of the public makes a donation to the radio service they are giving their support to the League of Friends or the Radio Station. The radio station is operated by the league and has obligations under charity law as well as moral obligations.

I have been secretary for the radio since 1982 and secretary for the league since 1990: in that time I have made it a policy that donations to the league or radio, which demand a letter of thanks: should receive that letter in the shortest possible time scale: from the date of the donation.

My predecessors often neglected to send letters or did not respond quickly enough. This can have a detrimental effect on the image of the league or radio. In most cases we have been able to fire off a letter of thanks within days of the donation. This also applies to contact to the league on other issues.

A number of presenters seem to be unclear on what to do with donations. A clear procedure for the receipt of donations is written in the operations manual under section 4.2. I would ask everyone to familiarise yourself once again with 4.2.

Lastly if you don't follow these guidelines, you do yourself a dis-service by leaving yourself open to inuendo: and

Nobody Wants That !!!.

Radio Authority Licence Renewal

This January Radio Heatherwood's inductive loop licence was renewed for the next five years. Each year a renewal fee will be required during the term of the licence. As part of the new licence the Radio Authority has issued a new programming code and advertising and sponsorship code. This revised version has been completely re-written and includes much more than the previous versions.

Our current version in the operations manual is now out of date and arrangements are being made for you to be aware of the new code. This is a requirement of our licence and we must abide by these new regulations.

An application has gone to the Victoria Hall fund to sponsor the new licence !!!!!

✓ **Donation Bag** **Post**

On Tuesday 9th February 1999 a donation of £10 was received in the post from William Edward Kelly of Windsor Great Park. No Note.

✓ **Loan Radio Sponsor** **234,235**

On Tuesday 2nd February 1999 a letter and donation was received from Eve Allen She Writes:- Dear Roger and All I am home now, but I am writing to thank you all for playing the records for me, to cheer me up. I did appreciate them.

Would you use the enclosed to buy radios for the ward?

Excuse this awful writing. I am a little weak still with my right hand but it's coming on quite well. All for now love Eve Allen

Well done team.

Telephone Request

(feed-back)

On Saturday 13th February I arrived to find a message had been left on the answer machine from Friday asking if we could play a request for Mo on ward 5 who had just had a back operation.

The caller Kelly didn't know the artist for the song but proceeded to sing it down the Phone. "The Song Get Up and Boogie " produced a smile as we proceeded to play the answer machine message during the request show asking listeners if they recognised the mystery voice. The tape has been despatched to the boys in blue and arrests are imminent

Chuckle Chuckle.

Grand Draw 1999

Once again the Grand draw will be upon us before we know it. Please give a list of your holiday dates to David if you intend to be away between June 26th & September 24th. The Grand Draw Grid will be posted by the end of April.

Low Power Am Radio

The following is the latest in the story of low power Am. This the final part of the story from Stoke Mandeville Hospital Radio.

I have included some comments of our own to this part.

**AM BROADCASTING - STOKE
MANDEVILLE CHRIS LONG
EXPLAINS HOW THEY SOLVED
THEIR SUSTAINING SERVICE
PROBLEM AND WENT ON TO RUN A**

**SUCCESSFUL AM TRIAL. HE TAKES A
LOOK AT THE PITFALLS AND THE
ADVANTAGES AND EXPLAINS JUST
HOW MUCH IT COST TO SET UP.**

We put a lot of thought into the question of our sustaining service. Until we began broadcast on AM we had always used BBC Radio2, but the RA told us that they would strongly prefer us to use an independent station instead for our AM transmissions.

The reason for this is as follows: if they receive a complaint from a listener about a programme on our frequency at a time when our sustaining service is operating, if it's Radio 2 they can't do anything about it, but if it's an independent station they can.

We looked very seriously at the possibility of using GWR Classic Gold as a sustaining service, delivered by satellite, with our own promos, bulletins and jingles in place of the Classic Gold ad breaks, traffic bulletins and jingles. I must point out that the people at GWR were most helpful and co-operative, and the plan was quite feasible technically. However, we abandoned the idea in the end because it was too expensive, too inflexible, and Classic Gold's playlist is only 400 songs, all oldies. So, we decided to produce our own 24-hour sustaining service, using a PC with a large hard disk to store all the audio. We bought a 166 MHz MMX PC with just over 12Gb disk space, enough for about 1200 songs in FM stereo quality (in case we ever do a FM RSL). We also really need a second PC networked to the first, to allow us to record new songs and adjust the programme schedule while the first PC is being used for broadcast. We hope to acquire one shortly.

We looked at a number of software packages for audio playout, both for our automated sustaining service and for playing jingles, promos, etc during live programmes. Most packages cost

several thousand pounds – way beyond our budget

The WavCart series of modules from Process Audio Services are inexpensive and fine for a live-assist role, but they have no "Selector" software, the cart labelling facilities are very basic and the automation software is the same.

We went for the "Myriad" software suite from P Squared a company run by two ex hospital and student radio presenters in Hull. Myriad is fully functional and very easy to use, and is available to hospital radio for £1250.

As the software is in the early stages of development, P Squared has been very responsive to suggestions for (and very quick to fix the few bugs we have found). Myriad has been used at three of the four stations in the AM experiment, and the fourth station is planning to purchase it.

The Myriad software can be programmed to ensure a good balance of music and also vary the output according to the time of day-for example, we set up our system to play a higher proportion of ballads during the night.

It will automatically play appropriate jingles between songs, and play sweepers over the song intros back- timing them to the start of the vocal. It can be programmed to play specific promos or bulletins at specific times of the day or week, and hit a specific time point (e.g. the top of the hour for a news bulletin) by fading songs early.

The overall sound of our sustaining service using Myriad is excellent – highly recommended. One word of warning though: the process of recording songs onto hard disk and then setting them up within Myriad is very time consuming!

It has taken us several weeks to record 1200 songs so far.

(Radio Heatherwood.-Comment The development of the low power am service has made us more aware of the idea of providing an off-air service. The

availability of computer software offers new possibilities to increase broadcast hours).

Logging our output

The Radio Authority requires us to log all our output for at least six weeks, and make the log tapes available on request. This is a strict term of the licence. We bought a second-hand video recorder and a number of 240-minute videotapes, which give eight hours each when recorded at half speed.

(Radio Heatherwood.-Comment output recording has been a requirement at Heatherwood. since 1990)

Launch publicity

We spent several hundred pounds on publicity material; posters for the hospital notice boards, thousands of fly sheets for distribution to patients and staff (we put one under the windscreen wipers of every car in the staff car parks), bedside programme schedule cards, and so on. However, local companies have sponsored much of the publicity material to reduce the net cost to us.

We decided to hold a lunchtime buffet to mark the launch, and invited the hospital board, senior executive staff, local radio, TV and newspapers, former SMHR members, the Radio Authority, etc. We asked Simon Bates, a hospital broadcasting ambassador and a local resident, to launch the station for us and he was terrific. The event was a huge success: it gave a terrific boost to our relations with the hospital (the Chief Executive said all the right things, live on air) and we received excellent coverage from the media.

The buffet cost a total of £400, but the hospital split the cost with us fifty-fifty.

The experimental phase

What criteria were used to determine the success of the experiment?

Firstly, there had to be a significant benefit for the target audience. In our

PROJECT COST

The total cost of around £24,500 breaks down as follows:-

Application fee and licence fees	£500
Transmitter and aerial equipment	£11,500
Engineering work at aerial site, and provision of mains power and audio feed	<u>£2,800**</u>
Video recorder and logging tapes	£500**
Computer hardware	£1,700
Computer software	£1,700
Publicity material and launch reception	£500
Walkman-style personal radio sets	£4,000**
Jingle package	£800**
Incidental expenses (say)	£400
(**Radio Heatherwood comment- These are costs we would not include)	

£2,800**This figure will vary for each individual site installation.

ANNUAL RUNNING COSTS

I have already explored the once-only launch costs: now what about the annual running expenses?

I estimate that the AM transmissions will add around £2500 to our annual costs, made up as follows:-

Radio Authority licence fee	£250
Wireless Telegraphy Act licence fee	£250
Other licence fees, IRN	£150**
Transmitter and aerial maintenance	£100
Additional insurance	£300
Replacement logging tapes	£100**
Publicity material	£250**
Replacement radios and batteries	£1200**

The latter figure is very much a wild guess, and will, to a large extent depend, on our success in obtaining sponsorship.

(**Radio Heatherwood comment- These are costs we would not include annual costs)

case that meant more patients were able to hear our programmes, or patients could receive our programmes more easily or in better quality, or both. Secondly, there was to have been no adverse effect on the existing Independent Local Radio station, the Radio Authority regarded this matter as crucial. The other three stations in the experiment all reported very little interest or concern being shown by their respective ILR stations. The people at our own local station, Mix 96, do take a keen interest in our activities and are keeping a close eye on us. However, we are very good friends with the people at Mix 96 and we have had no problems so far.

We are also expected to produce programmes, which comply with the RA Codes of Practice covering taste, decency, advertising, sponsorship, religion and so on.

(Radio Heatherwood.-Comment This has been a requirement at Heatherwood since 1990)

The RA said that they would "make no judgement on the quality of output and would not normally monitor programming". Whatever, my perception is that the quality of programming from all four stations in the experiment is considerably better than that of some 28-day RSL stations.

A couple of important points:- A strict condition of our licence is that it is for the one hospital site only. Although our signal may be heard clearly well beyond the hospital boundaries, we are expressly forbidden from acknowledging any over spill of our signal beyond the hospital site, either on-air or in any publicity material.

This means, for example, that we may not play a request for Elsie in a nursing home in Aylesbury town centre. Nor may we play a request from John in a hospital ward to his son at home in Aylesbury (although the other way round is no problem). Basically, we cannot say

anything that would imply that our signal might be heard outside the hospital site.

Another condition is that we are expected to provide a service that is "recognisably different and distinct from existing local radio services covering the site". SMHR programming is closely focussed on the hospital and, as you would expect, our format has a higher proportion of gold and easy listening than Mix 96.

All SMHR members, and particularly presenters, were briefed to familiarise themselves with the Radio Authority's code of practice. Presenters have also been made aware of the requirement not to acknowledge over-spill of our signal coverage on air. As a matter of policy, dedications are only read out for listeners within the hospital site. The

Programme Controller regularly listens to logging tapes to ensure that acceptable broadcasting standards are being met. Interestingly, one of our presenter's say that since we have been on AM they have tried even harder to produce a professional sounding show.

The impact of AM broadcasting

In early May, we conducted a survey similar to that undertaken three years ago, with additional questions relating to the AM transmissions.

Awareness of the station amongst the patients increased from 76% in 1995 to 82% in 1998, while at the same time awareness amongst staff increased from 92% to 96%. We think this latter statistic important too - the more staff know of our service the greater the likelihood that patients are made aware of it.

Audience reach

At the time of our previous survey only 44% of patients were able to receive our programmes. With AM reception available, this figure has now theoretically increased to a full 100%

We estimate that 36% of all patients were listening to SMHR three years ago, and that this figure has now increased to 66% - a very considerable improvement. Not all patients listen on AM: some continue to listen via the cabled network. We see the AM service as complementary to cable rather than a substitute.

(Radio Heatherwood.-Comment We promote the same thoughts, am should not be a replacement for bedhead choices)

A significant number of staff members now listen to our programmes. Some hospital departments are permitted to use radios while working, but many staff listen outside working hours.

Quality of reception

Stoke Mandeville Hospital occupies a contiguous site of about six acres, and the hospital buildings are of a variety of ages and construction materials, ranging from simple brick and wooden structures to reinforced concrete blocks.

Our aerial is located in an open area of ground near the perimeter of the site. We have no difficulty in covering all the older, timber-framed or brick buildings, even with our small personal radio sets with their tiny aerials and at night when interference from distant stations is greatest.

Indeed, our signal can be heard clearly throughout Aylesbury (say two to three-mile radius) and much further during the daytime.

On the other hand, reception in the modern, steel-framed, reinforced concrete buildings is patchy. There are parts of the new wing where you can look out of the window and see our aerial, yet not be able to pick up a decent signal! However, most patients can get a reasonable signal with a good radio by relocating or reorienting their receiver. It is a vast improvement over the old situation. I think it is important to bear in mind that, although signal quality on AM is rather mixed, our survey shows it is no worse than that available through the existing bedside headsets.

Expanded programme opportunities

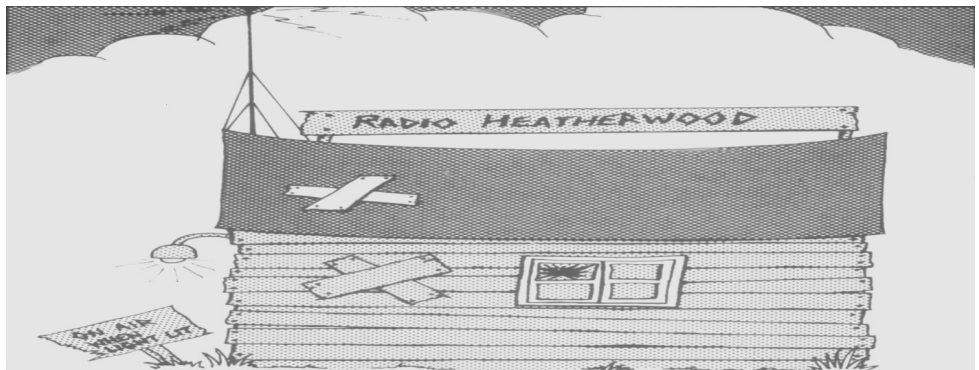
The facility to broadcast on AM has enabled us to increase the diversity of programmes offered.

One example is our "Kids Zone" programme for the children's ward's, which could not previously receive our broadcasts. We have also begun broadcasting services from the hospital chapel, something we were not able to arrange before.

The hospital asked us to cover a number of events marking the 50th anniversary of the National Health Service: we doubt that this request would have been made were we not broadcasting on AM.

Profile and stature

Low Power Am Transmitter 1 Aerial instead of 32 ?



The AM broadcasts have undoubtedly enhanced the profile and stature of the radio station around the hospital. The hospital authorities consider us to be part of the hospital infrastructure and a valuable service to the hospital community.

Communication with hospital management is now much more of a "two-way" process than hitherto people on all sides feel that to revert to broadcasting via cable only would be to the detriment of the hospital.

Incidentally, another tangible benefit of the AM broadcasts is the esteem in which we are held by those whom we approached for finance,. The AM project has been a very costly exercise for us, but on the other hand, it now seems to be easier to raise money!

Conclusion

The experiment has been a clear success from SMHR's point of view. We believe that there is still room for improvement in certain areas – including programming, publicity and administration - but we are more than satisfied with the progress we have made so far. In time, we hope to improve the reception quality in the difficult areas of the hospital, perhaps by providing better quality radio sets.

One final tip: do not under estimate the amount of work involved, or the time it will take! I found that our team only really got

into top gear about three weeks before the launch date. Fortunately, most of the work had been done, but we still had a last-minute rush to be ready.

Good luck to every station that decides to go AM!

Chris Long

Stoke Mandeville Visit

A visit to Stoke Mandeville hospital radio has been arranged for Saturday 13th March.

Power Up

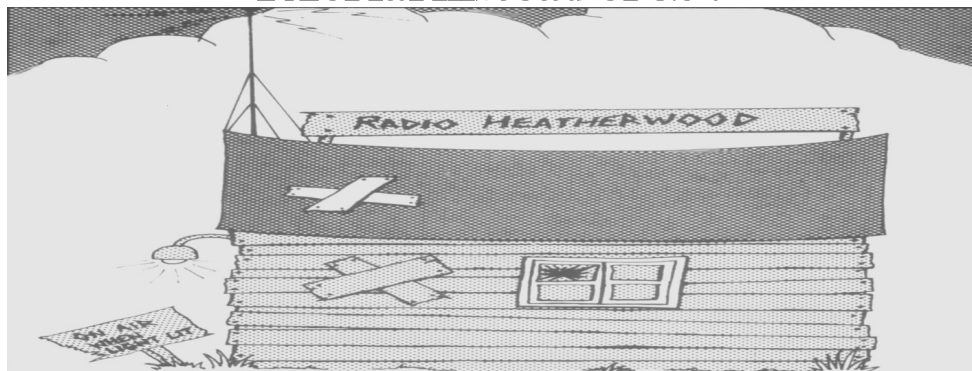
The new style radios have been added to ward 4 on Saturday 13th February and this has signalled the arrival of the AA type batteries. Adverts for the new batteries produced, invite you to power up with Radio Heatherwood.

The current purchase price from our suppliers allows us to realise a small profit for the radio. This will offset repair costs for the loan radio service.

A new supplier for the batteries allows us to promote the batteries not only for loan radios but also for personal sales to staff members etc.

The battery log shows provision for AA's or pp3's to be listed. If you sell to staff or members of the public these should be listed as others in the log.

Low Power Am Transmitter 1 Aerial instead of 32 ?



The more we sell the more we receive towards our running costs. If you want them for yourself members of your families etc don't forget we will be the cheapest you can get them from.

Grand Draw Prizes

The story so far on Grand Draw prizes is sunday lunch at the Berystede hotel, a day at the races for four from the racecourse, swimming vouchers sauna vouchers, ice skating, and two tickets to the cinema. and a McDonalds to finish it off. Sainsbury's said no(*Tight B-s-a-ds*)

Fill in the blanks.

Feedback

Post-bag Dot Fishenden Writes:-

Dear Ada Roger Alan & Sylvia

Enclosed £10 towards your funds. I enjoyed your records so much and the chat and the flowers. Thank you all again Love Dorrie

Well Done Team

Donation

A very nice man on Thursdays has donated a nice Pc which we can use for backup for the station. A big big thank you to Jim Adam.

Newsletter Ceases

Publication

Radio Heatherwood's internal newsletter of the hospital radio service is in danger of folding after a lack of stories/feedback from its volunteers. Can you help !!!!!!!

Feedback

16/2 Alan writes:- Caroline on ward 5 was very complimentary about our service. often she does not have visitors and said that her radio really is "a friend at her bedside" as she has been in for four & half weeks.

Well done everyone

Al

Departures

Trainee John Scaife from Thursdays 18/2.

Studio Log

Did you know that each section of the log contains a blue page which guides you on how to fill in that section of the log.

Yakkety Yak

Is working on Tuesdays bad for your eyesight ?.

Loan Radio Sponsors

The need to maintain a steady income for loan radio sponsors has never been greater. Please thru your programs ensure that you plug the benefits for sponsoring a loan radio: name on the front and in all advertising literature as well as providing entertainment for future patients. £10 and a name and address is all we need.

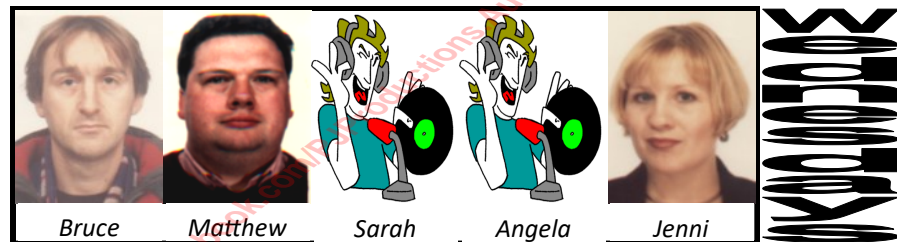
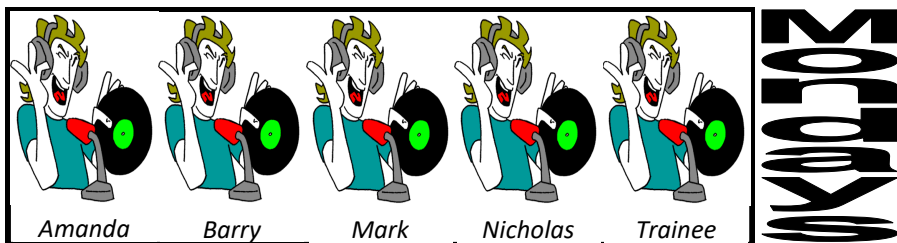
**Remember Batteries
Must be Listed as
AA or PP3 Sales
Staff or Patients Name**

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ID Pictures

We are still waiting for Id pictures from the following:-

Barry Callan, Amanda Chivers, Sylvia Dungate, Alan Holder, Sarah Bishton, Mark Gibson, Angela Knight, Nicholas Gosling.



Team Players

Inc Years Service

<i>Mondays</i>	<i>Service</i>	<i>Thursdays</i>	<i>Service</i>
Closed	-	Amanda Chivers Teamleader	05
Roger Hawkes Teamleader	07	Barry Callan Presenter	03
Jim Trendell Presenter	02	Jim Adam Trainee	00
Sylvia Dungate Presenter	01	Mark Gibson Broadcast Support	02
Alan Holder Presenter	00	<i>Fridays</i>	-
Ada Hawkes Broadcast Support	06	David Bristow Jnt Teamleader	01
<i>Wednesdays</i>	-	Ian Haskell Jnt Teamleader	02
Bruce Crossland Teamleader	03	<i>Saturdays</i>	-
Mathew Robinson Presenter	01	David Smith Teamleader	19
Sarah Bishton Presenter	00	Peter Davidson-Smith Presenter	18
Angela Knight Trainee	00		
Belinda Rolfe Trainee	00	Sue Crossland Broadcast Support	03

Some Useful Telephone Numbers

Manager

Dave at Home-Speed Dial 61

Dave Smith

Roger at Home-Speed Dial 62

Home Secretary

Now Available

P J Davidson-Smith

Hospital Security

Home Mobile

Speed Dial 13 Extn 7805

Staff Co-ordinator

Maternity Porters

Roger Hawkes

Home Work Mobile

Speed Dial 20 Extn 7088

Speed Dials in Emergency

General Porters

PJ at Home-Speed Dial 60

Speed Dial 19 Extn 7411