

**Subject:** Radio Heatherwood Presenters Newsletters  
**From:** "Secretary" <Secretary@radioheatherwood >  
**Date:** 27/04/2002, 14:42  
**To:** Radio Staff



The Radio Heatherwood staff newsletters took many styles and methods of production during its publications.

We have recreated an issue distributed by email to radio staff and also posted on the staff noticeboard.

This newsletter originally published as above date.

The only changes made to these emails have been the removal of personal phone numbers and email addresses.

### **Background Story to Email:-**

News 27.04.2002.

Answers to questions raised over the introduction of the new tv radio and phone service at the bedhead.

*PJ Davidson-Smith Former Secretary*

**Subject:** News 27.04.2002  
**From:** "Secretary" <Secretary@radioheatherwood >  
**Date:** 27/04/2002, 14:42  
**To:** Radio Staff

Hi Guys & Girls  
Some News Etc for you.

### **Nathan Smith**

Nathan has decided not to continue his role at Heatherwood. He has not attended for the past month. Can you please remove his email address from your group listings.

### **New Presenters**

We have had two enquiries from potential presenters. Both via the web site. Will let you know if they will be starting.

### **Programme Co-ordinator 24 Hour Automation**

Matt Robinson has offered to assist with the 24 hr automation project and would like to take on the role of program coordinator and be a point of contact for outside concerns who may wish to promote their services on the radio. Matt's experience in computers and broadcasting brings a wealth of knowledge and experience to what will shape the future of Radio Heatherwood for the next few years. We hope you will support Matt and assist with what will be an exciting future for the station.

### **Bedhead TV & Radio & Phone**

#### **What Does it Mean for Us ?.**

I hope you have taken time to read the documents which were posted earlier in the week. I would like to highlight some of the issue's which will affect us at Heatherwood. Good or bad we can't stop what is going to take place but the role for Radio Heatherwood and it's staff will I would expect, be completely changed by this time next year. We are all about to go through a learning curve with this new development and we all need to keep an open mind of how this may affect us.

### **24 Hour Automation**

It will have no effect on this project. It just means we need to press ahead with this at the earliest. This will be crucial to us maintaining our listeners.

### **Jingle's**

All our current id Jingle's will become useless as they advertise 999khz.

New package will need to be bought which identifies us.

### **Old Bedhead Transmission Equipment**

The bedhead system rack which I re-built in 1999 will be redundant.

### **Inductive Loop TX**

At what point do we switch off the am service bearing in mind patients will have this new service at every bedhead which delivers stereo sound. Will we want to continue paying £713 a year in licence fee's and the two year maintenance contract plus the maintenance of the loan radio's and the battery sales will diminish. We won't be able to justify the expense to the league.

We will have to face up to reality and it won't be a case of will we switch off, but when ?

### **Closed System**

Bedhead radio is classed as a closed system which means we don't have to pay any licence fee's.

### **LPAM**

The LPAM project is now dead in the water as we will not be able to secure outside funding based on the fact that hospital patients can listen in via the new bedhead system.

I am disappointed in this because I still feel a radio station which can deliver a service for an audience within an eight mile radius of the hospital would be a boon to the future of the hospital and charities.

#### **Nursing Staff**

The nursing staff will lose the opportunity to listen in freely on their ward radio's once the am service is switched off.

#### **Channel 3**

We always were on channel 3 but there is no guarantee we will get channel three this time around.

#### **TV**

We will be competing for listeners who will have direct access to TV. The graphs shown in the survey shows you the level of listener's to hospital radio compared to TV.

#### **Phone**

We will have immediate feedback from patients for quizzes requests or complaints.

I will be seeking from the company an extension from their system direct to Radio Heatherwood.

We will be able to move to the position of re-introducing phone in's and putting patients on air.

#### **Statistics**

I can't remember if it's in the documents or I obtained the info via the discussion group but these installations can now produce statistics showing when and where users tune into different channels etc.

It would be good for us providing people are tuning in. but could be disastrous if it shows we are not listened too in any great quantity. It would give ammunition to the hospital who give us free accommodation etc to re-think their commitment to us!

#### **A Good Listen**

The introduction of a service by Radio Heatherwood which can deliver something personal and local to Ascot twenty four hours a day will I'm sure, ensure our future. Patients I hope will still continue to support the station.

#### **Radio Heatherwood Incurred Costs**

We will save money in not having to pay licence fee's etc but we will be responsible in providing a link to their control room ( Installation cost ) plus a cost in providing an isolating distribution amp from our set up. Once the inductive loop is switched off. We will also need to buy a dynamic audio suppressor/gain control which will control levels of signal delivered to their kit. About £750 in equipment costs but wiring cost not included. This will be dependant on where their control room is located on the hospital site.

## Our Future

After years of hard work in maintaining the inductive loop service it now seems certain we have come full circle and we will be returning to reliance on a bedhead system. It will be a new beginning for the station and I will remain optimistic at this point. We will be able to build on this change and develop a new kind of Radio Heatherwood, one which can be listened to in stereo and 24 hours a day.

If you have any thoughts or concerns about the above please feel free to let me know.

Regards  
Keep on Rockin !  
PJ

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