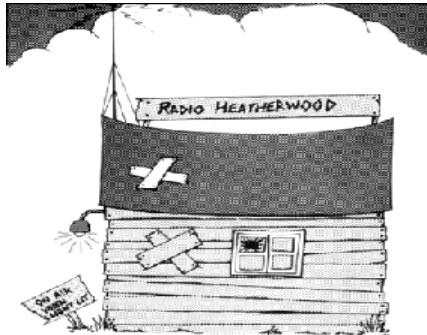


**Subject:** Radio Heatherwood Presenters Newsletters  
**From:** "Secretary" <Secretary@radioheatherwood >  
**Date:** 21/11/2002, 20:52  
**To:** Radio Staff



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:-**

Rhapsody

*PJ Davidson-Smith Former Secretary*

**Subject:** Rhapsody  
**From:** "Secretary" <Secretary@radioheatherwood >  
**Date:** 21/11/2002, 20:52  
**To:** Radio Staff

Hi Guys

If you haven't looked at the web site news desk page yet, the following might not make sense

### **Rhapsody Our Future ?( It's in Our Interest )**

I am writing these notes to make everyone on the station, newcomers and old timers aware of how and why rhapsody is important to the station and the very future of our society at Heatherwood. These words might seem strong but let's look at the facts:-

Over the last couple of years it has been increasingly difficult to staff the station every night of the week. We have been running with the three nights and a Saturday morning for some time. This is unlikely to improve for the foreseeable future.

As far as the hospital is aware, the management have no way of knowing what and when we broadcast live programs. They pay for all our services and our studio's, despite some problems; our facilities are the best I've seen, and we have visited a few broom cupboards in our time.

The hospital will soon be wired for the patient power project, once that goes live. They will have at their disposal statistics on what the patients are doing with their terminals, including the time they spend listening to whatever channels. Armed with that information further down the road what's to say they don't look at our listener ship and weigh up what they are spending to maintain us ?

We must remember trusts/management never look at the social implications of actions they will always take the line statistics/money/benefit ?. I'm not saying the present management structure will do this, but we have no way of knowing what crazy ideas further down the road might materialize.

### **Rhapsody ( Boys with Toys ? )**

***No definitely not!***

***What this has given us, is the ability to ensure the statistics of listenership to the Radio Heatherwood channel will be higher, than if we were relying on the 12 hours a week of our live programs. Hopefully they will endorse the service we provide!.***

***That's the reality, which wasn't in the project folder that went to the sponsors. What did go to the sponsors is our commitment to offer a localised service geared towards patients in Heatherwood with local news/information etc which will make us stand out from the rest. They have promised the funds we now have the hard part and must deliver on that promise.***

Patient Power is a recent idea by the government and the worry over the statistics was not the reason for going down this road.

It was in December 1998 whilst investigating the possibility of bringing LPAM to Heatherwood I found out that we would be required to produce our own sustaining service by computer; if we were to start broadcasting by Low Power AM.

It's now almost 4 years later and this is the longest time I have spent on trying to bring a change to the radio which is going to benefit many. As we know the hospital have scuppered our plans for LPAM.. That's not to say that I agree with what they have done. The LPAM system still has role to play at hospital sites. This did however highlight to us the benefits perhaps of making Radio Heatherwood 24 hours a day on our existing distribution systems.

In recent times David Matthew and I have visited other stations and have seen the service in action and all the statements which are on the web pages about the project are first and foremost in our minds of why we want this to work.

It's been a long road to get to this stage, where we have the money, we can buy the equipment; but we need the support of each and everyone of us. An incredible amount of work has been done so far but we still have an enormous hill to climb.

Matthew is trying to coordinate the next stage which will be to create a program schedule and coordinate the recording of trivia and inserts.

I for my sins have the task of getting it all to work and installed.

I cannot emphasize this enough it is important that each and everyone one of us help where we can, covering for nights etc recording the trivia, recording programs and generally selling the idea to the ward staff as well.

We are the guardians of the future of the radio service at Heatherwood and the league of friends. With Rhapsody in our pockets we have the power to dazzle the patients and staff with good music and programs for everyone.

When the service is launched officially next June, I want to be able to stand tall with the sponsors and say we have met all our promises and the sponsors can be proud to have been associated with Radio Heatherwood.

**Ask Now, What You Can Do To Contribute To The Rhapsody Service ?**

Regards  
Peter J Davidson-Smith  
Radio Heatherwood & League of Friends  
Heatherwood Hospital Ascot Berks.  
[www.lof-heatherwood.org.uk](http://www.lof-heatherwood.org.uk)  
[www.radioheatherwood.org.uk](http://www.radioheatherwood.org.uk)

**All content is copyrighted**

**No Unauthorised Publication Without Written Consent**

**[@facebook.com/PJProductions.AudioImageandVideoArchive/](https://facebook.com/PJProductions.AudioImageandVideoArchive/)**