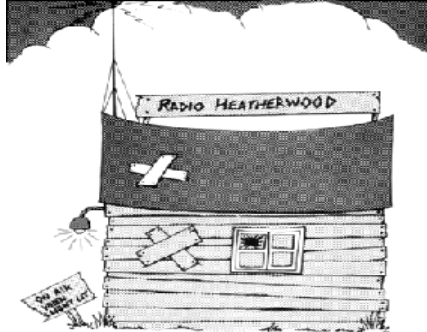


Subject: Radio Heatherwood Presenters Newsletters
From: "Secretary" <Secretary@radioheatherwood >
Date: 02/03/2003, 07:21
To: Radio Staff



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 02.03.03 plus

24 Hour Broadcasting email from Northumberland hospital radio.

PJ Davidson-Smith Former Secretary

Subject: 24 Hour Broadcasting
From: "Secretary" <Secretary@radioheatherwood >
Date: 02/03/2003, 07:21
To: Radio Staff

Hi Guys & Girls

Some news for you

Donation

Stan on Wednesdays accepted a donation of £1.10 from Mrs Croucher on ward 3 who insisted on giving it to us personally. Nice One Team

A note here about donations, all donations should be written into the log Section 5 and money placed in the red donations pot.

Sound Level Studio 1 & 2

I have seen the notes about the level of sound in the studio's. Yes i have changed it and it is not going to be as loud as you would like. I have received a comment from a member of hospital staff about the level of sound coming from the studio. Ward 10 visitors to very sick relatives outside our studio's can hear everything that is going on.

We have the headphones and this should be sufficient. Don't have the level up loud on the speakers there is no need.

Speakers Studio 1

I'm on the scrounge for a set of speakers to replace the ones in studio 1. If you have some at home you are no longer using and they are in good condition how about donating them ?.

New Mike

A new mike has been added to Studio 1. A good sound quality, let me know what you think.

Newsletter & Email

In last week's newsletter I asked for feedback and positive responses to our emails to try and make life easier for everyone. Despite this request, I received 1 response out of the total. I have therefore decided that unless a response from your email address to verify that is still in use, arrives within the next 7 days I will have non-respondents email addresses removed from this list.

All confirmations by email only, not notes in my tray.

Training

Those who were at the first training session are due to train this coming Thursday for stage two. A full copy of the training notes is available to download from the following page

<http://www.radioheatherwood.fsnet.co.uk/rhaptra1.htm>

It is also open to down load for anyone else who would like to get a background to what's occurring.

Wavecart Observations

I arrived this Saturday to find studio 2 monitor still on, and in studio 1 RHstart1 has been changed to records and the jingles have been removed ?. I have returned it back to normal. I have changed the sensitivity of the keyboards.

Music MP3 Format

If you intend to rip your own music from CD's or do your own recordings to be used by rhapsody, the sampling rate is 44.100 at 128K. Any material which is recorded must be accompanied by a

Playlist/production list which details what is on each recorded file. Presets on the studio machines in cooledit are already in place.

Whilst our current music database has been recorded at a lower level, we intend over the next few months to raise the quality of the recordings by using what is considered the standard level for streaming or hard disc playback systems.

Rhapsody progress

All the money has been spent with the exception of £400. Over the last couple of weekends I have been working on the Stereo linking of all the systems to the new distribution links. we have some minor jobs to do in this area and the last link in the chain the provision of a satellite receiver.

I am sailing pretty close to the wind at the moment to meet the 1st week end in April for a test transmission. I will know by mid march if this is going to be a reality.

(Second email same day merged here 2020)

I have posted here a copy of an email which has just come in which details some very useful points about 24 hour broadcasting and how it will fit into the working day of the hospital.
PJ

From: "Iain Miles" Subject: <hospitalradio> Re: Beating the Competition
Date: Sat, 1 Mar 2003 19:05:52 -0000

The introduction of 24-hour broadcasting gives stations the opportunity to concentrate on programming when the patients (and staff) are most likely to listen to the service.

Having worked in the NHS, here are a few personal observations:

The hospital day starts as early as six and "lights off" is around 9.30 - 10pm

Some patients don't sleep at nights at all.

Most admin staff will work between 9am - 5pm, sometimes 8am - 4pm. (I know our local Estates staff work nearer the latter).

Most volunteers are only available in the evenings and at weekends.

So, 24 hour broadcasting gives stations the opportunity to reach these people at a time when volunteers are not normally present.

At NHR, we have a large daytime audience that listens to us on speakers. Our daytime service is mainstream/easy listening with information sequences. Specialist 1-hour stuff is kept for after 10pm at night or weekends. Music is deliberately toned down after 9pm and does not (or should not, if the system's working properly) lift again until 8am.

The only way we have ever been able to make a significant impact during weekday evenings is by doing request shows, where we can tell patients they will hear their song within the next hour. Patients in hospital want a sense of familiarity and normality during what can be a stressful time for them, in an environment that is alien to them. If they watch East Enders at home, they will want to watch it in hospital too - and I doubt hospital radio will be top of their viewing / listening agenda.

We have chosen to use the times when volunteers are available on live request programmes and offer studio time to others who can produce quality 1-hour programmes and information sequences which are pre-recorded for broadcast at another time - usually during the day.

Perhaps it is because staff have been there so long, they cannot accept that sitting behind a mixer playing their own choice of music (live) is not necessarily the best use of either their time, or the station's (increasingly expensive) resources. In the same studio time one presenter uses to do "their own thing", three presenters could have recorded sufficient information sequences for the whole week! In fact, their voices will probably be heard more often, by a larger potential (ever changing) audience on a 24-hour service than if they just did one hour then went home 'till the next week.

Naturally, stations will wish to adjust their schedules to suit "the local market" and I would not suggest that what works for us, will work for everyone. However, I think Bill is perfectly right to suggest that there is a daytime (and night-time) audience out there to be entertained - at times when most volunteers will not be available. It's when the patients are alone that they will find need of an entertaining distraction, not necessarily at 7.30 at night when the ward is buzzing with relatives, ward staff changing shift and soaps on the telly.

I heard somewhere that each Patientline control room can tell what every terminal (bedside unit) is tuned to. Perhaps one or two stations, or presenters, may get a shock when they find out how many, or how few, people actually listen during weekday evenings.

We know for a fact that we have found a new audience during the night for example. At a recent collection, a lady came up to us and said "Oh yes, Northumberland Hospital Radio, I'm so pleased to see you, I was listening to you two weeks ago at 3.30 in the morning!"

Iain Miles,
Northumberland HR.

Regards
Peter J Davidson-Smith
Radio Heatherwood & League of Friends
Heatherwood Hospital Ascot Berks.
www.lof-heatherwood.org.uk
www.radioheatherwood.org.uk

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