

5. SPECIALIST CONTACTS

This page of the application will not be made publicly available by the Authority; all details listed below will be treated as confidential.

Provide details of individuals authorised by the applicant to respond to enquiries from Radio Authority officers about matters covered in the sections of this application, as follows:

I: General (the group, its background and membership, etc.)

Name: **Mr M Hemingway**
 Address: *****

Kent
 Telephone (daytime): ***** (home): *****
 Fax (if available): *****

II: Programming

Name: **Mr J Allen**
 Address: *****

London
 Telephone (daytime): ***** (home): *****
 Fax (if available): *****

III: Audience and support

Name: **Mr B Beckerleg**
 Address: *****

London
 Telephone (daytime): ***** (home): *****
 Fax (if available) : *****

IV: Finance

Name: **Mr M Hemingway**
 Address: *****

Kent
 Telephone (daytime): ***** (home): *****
 Fax : *****

V: Engineering

Name: **Mr P Leutner,**
 Address: *****

Kent.
 Telephone (daytime): ***** (home): *****
 Fax : *****

6. **BOARD OF DIRECTORS**

a) For the chairman (indicate clearly who this is) and each member of the current board of directors, provide the following details:

- name
- whether executive or non-executive
- home address
- age
- nationality
- occupation
- date on which became director
- any other media interests
- any other directorships held during past five years
- summary of background, and any experience relevant to running a local radio service

(Note: Responses to questions b) and c) may be supplied separately, in confidence, if necessary).

Non-Executive Chairman:	Mr M Hemingway
Non-Executive Director	: Mr J Bird
Non-Executive Director	: Mr A de Gelsey, CBE
Non-Executive Director	: Mr A Gemmell-Smith
Non-Executive Director	: Mr R Sturt
Managing/Sales Director :	Mr D Leutner
Engineering/Finance	: Mr P Leutner
Company Secretary	: Mrs M Carr

[FURTHER DETAILS REMOVED FOR PUBLICATION,
PLEASE CONTACT enquiries@eastkentradio.com FOR FURTHER DETAILS]

b) If any member(s) of the current board of directors is not expected to remain as a director from the commencement date of the new licence period, please indicate who.

All Directors are expected to remain in their posts on award of the licences.

c) If there are firm plans to appoint any new directors from the commencement date of the new licence period, provide information (with details of any specific individuals in mind).

We have secured the services of a leading Programme Controller who will join the board on award of the Licence(s). As he is currently in employment elsewhere in the industry, further information is contained in the confidential annex.

7. EXTERNAL ASSISTANCE

Provide details of any companies or individuals, other than directors or executives of the applicant group, whose involvement in the preparation of this application has been substantial (e.g. legal or financial advisers, research consultants, etc.). State their roles in assisting the applicant group's operation.

- 1) Rosemary Shaw of First Surveys, carried out market research fieldwork.
[ADDRESS]
 - 2) Alice Soundtech Limited, for transmission advice and studio construction.
[ADDRESS]
 - 3) Ian Gillanders, Partner of Reeves & Neylan for preparation of accounts and financial advice.
[ADDRESS]
 - 4) Barlo Beckerleg, European Entertainment Consultants, preparation of audience research report.
[ADDRESS]
- No other substantial external assistance has been provided.

8. APPLICANT GROUP'S HISTORY AND DEVELOPMENT STRATEGY

Describe how, and when, the applicant group was formed, and how it has developed since then. If the applicant is, or includes, an existing ILR licensee, give details of its history and current broadcasting operations. Describe principles upon which applicant group's future development strategy is based, and its general objectives in applying for this licence.

The applicant group was formed by the coming together of three broadcasting professionals in mid-1994, under the umbrella of Audiosonic Broadcast Limited. This company was incorporated in 1988 with the intention, as part of its business strategy, to apply for the independent local radio licence for East Kent. This application has been prepared by Audiosonic Broadcast but is made by East Kent Radio Limited (EKR), a company formed especially for the purpose. Audiosonic Broadcast and EKR have common Directors and shareholders.

For the last twelve years, the East Kent area has been served by Invicta Radio which broadcasts throughout the whole of Kent - **there has been no dedicated East Kent local radio.**

Kent is a county of many parts, but at its simplest divided into Kentish Men and Men of Kent. It is a diverse county and virtually the only common interest between "disgusted" of Tunbridge Wells, the factory worker or commuter of the Medway towns and people of East Kent has traditionally been the Kent County Cricket Club. Even in East Kent itself there is a great diversity - a collection of medium sized towns which have been traditionally independent, each with their own character and with little coherence - except perhaps a common view that the true county town of Kent is Canterbury!

The opportunity exists to reach the East Kent audience more effectively through truly local East Kent Radio - **a radio service for the Men of Kent.**

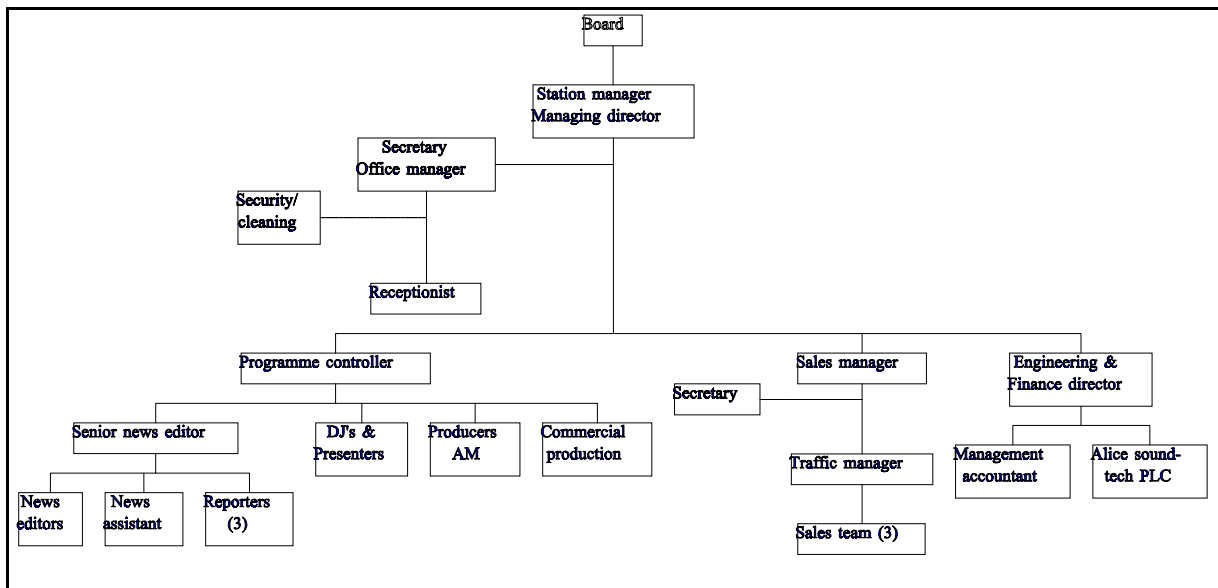
In addition, there is the exciting prospect of creating a local "network" in East Kent. Each of the four FM transmitters uses a different frequency - enabling real local broadcasting to Ashford, Canterbury, Dover/Folkestone and Thanet. This is a service never properly provided by Invicta which, if managed sensibly utilising the latest cost effective technology, can add a totally new dimension to the meaning of "local".

This concept found immediate support amongst business and community leaders and there has been considerable enthusiasm for the services being proposed. To the core of professional broadcasters has been recruited a high quality board of local people all with one thing in common - a view that East Kent deserves its own radio service. Their time, their money, has been dedicated to trying to make this happen.

The objective of the founders and prospective investors is to create and maintain a new, exciting and truly local radio service for East Kent and create a viable locally based business.

9. STAFFING

a) Provide a staffing chart showing all proposed station management and staff posts, and indicate clearly the planned reporting structure.



b) Give number of full-time and part-time staff in paid posts, arranged by department (e.g. programming, news, sales, engineering, etc., as appropriate to group's proposals), and in total. Provide details of anticipated salary levels.

Full-time and part-time staff for the FM Service:

Executive	:	1 Station Manager	@ £40,000.00 pa
	:	1 Secretary/Office Manager	@ £18,000.00 pa
Programming:	:	1 Programme Controller	@ £35,000.00 pa
	:	2 DJ's	@ £25,000.00 pa each
	:	1 DJ	@ £30,000.00 pa
	:	1 DJ	@ £35,000.00 pa
	:	4 DJ's (Part time)	@ £12,000.00 pa each
Sales	:	1 Sales Manager	@ £20,000.00 pa + Commission
	:	1 Sales Secretary	@ £12,000.00 pa
	:	3 Salespersons	@ £15,000.00 pa + Commission
	:	1 Traffic Manager	@ £17,000.00 pa
Engineering	:	1 Engineering Manager	@ £35,000.00 pa
Administration:	:	1 Accountant	@ £20,000.00 pa
	:	1 Receptionist	@ £ 9,000.00 pa
News	:	1 Senior News Editor	@ £25,000.00 pa
	:	2 News Editors	@ £19,000.00 pa each
	:	2 Reporters	@ £16,000.00 pa each
	:	1 Reporter	@ £14,000.00 pa
	:	1 News Assistant	@ £11,000.00 pa

Additional full-time and part-time staff for the AM Service:

Programming:	1 Breakfast Producer	@ £20,000.00 pa
:	1 Sports Producer	@ £15,000.00 pa
:	1 Drivetime Producer	@ £15,000.00 pa
:	1 Features Reporter	@ £15,000.00 pa
:	2 Production Assistants	@ £10,000.00 pa each
:	1 Breakfast Presenter	@ £30,000.00 pa
:	2 Daytime Presenters	@ £25,000.00 pa each
:	1 Evening Presenter	@ £20,000.00 pa
:	1 Weekend Relief Presenter	@ £20,000.00 pa
:	3 Presenter's (Part time)	@ £12,000.00 pa each

TOTAL STAFFING: 34 (Full time) 7 (Part time)
(excluding Freelance)

c)If appropriate, indicate clearly any management or staff positions which will be shared, within a group operating structure, between the radio service proposed for this licence area and an existing ILR operation.

N/A

d)If appropriate, indicate any planned allocation or division of management or staff responsibilities between AM and FM services (e.g. in programming, sales, etc.).

We envisage that production staff will work for a single service, with the exception of the Programme Controller and some "off-air" work such as commercial production. All other staff will work jointly for both the AM and FM output with their time split as appropriate. In particular we intend that news staff should work across the entire output providing a highly localised bulletin service on FM and an in-depth programme service on AM.

e) List any activities which will be contracted-out to agencies, consultants, etc. (state who these are), including numbers of personnel upon whom station will be able to draw, if known.

National News

We will subscribe to one of the national radio news agencies: Independent Radio News, Reuters Radio News, Network News or other agency who might be operating at the time.

Local News

Adscene will provide additional local news coverage. (9 Reporters)

Weather

We will subscribe to the Met Office or other weather service as appropriate.

Traffic and Travel

We intend to source travel news externally from Kent Police in Maidstone and from a recognised provider such as AA Roadwatch or Travel News Limited.

Engineering

Alice Soundtech plc (8 staff) will install our studios, provide continuing maintenance and provide engineering consultancy as and when required.

Our transmission will be handled by an outside body with a Total Broadcast Contract. We have already discussed taking over the existing NTL facilities but will also consider other contractors such as Alice Soundtech and Sound Broadcast Services.

Research and Marketing

We will subscribe to RAJAR for audience data. Consultants such as European Entertainment Consultants will be engaged to give advice as and when required. In addition market research will be carried out through independent local surveys.

Security & Cleaning

These will be contracted out. No contractors have been appointed yet.

f) Give details of any role to be played by unpaid voluntary helpers in running the station, including estimates of the numbers of volunteers who might participate during a typical week, and the activities they might undertake.

We do not intend that unpaid voluntary helpers will be involved in running our stations.

We will offer training positions to students on journalism and media courses and, from time to time, will offer training to local people so that they are in a position to apply for jobs in the industry.

Trainees will at all times be working under the supervision of the Programme Controller and other senior members of programming staff.

We also expect to participate in the Kent Education Business Partnership scheme and the Kent TEC "Investors in People" scheme which gives training to local people.

The East Kent Radio Trust will be a voluntary organisation run from within the local community whose activities we will publicise and who we will co-operate with. We will donate our air-time to generate revenue for local charities, but the administration and direction will be organised by members of the community.

10. **MANAGEMENT** (including executive directors named at Q.6)

Give name, age, address and nationality of any individuals so far identified for station management or other senior staff posts. Briefly describe personal background and relevant previous experience, and state which post the individual would occupy. State whether each individual has actually confirmed his or her willingness to accept the post, if offered.

(Note: It is recognised that, in answering this and previous questions, applicants may wish not to disclose publicly the identity of certain individuals whose current employment might be jeopardised if their involvement became known. Details of such individuals should be provided separately in a covering letter, which the Authority will regard as being strictly confidential).

East Kent Radio has been fortunate in securing the services of top quality managers to fill the posts of Sales and Managing Director, Programme Controller and Engineering Manager. All have confirmed their willingness to accept the post and have been involved in drafting this application. We believe that their vision and commitment to the project, and to radio, will ensure that our stations will be distinctive, innovative and rooted in the local community.

**[FURTHER DETAILS REMOVED FOR PUBLICATION,
PLEASE CONTACT enquiries@eastkentradio.com FOR FURTHER DETAILS]**

SECTION II : PROGRAMMING

IMPORTANT NOTES:

- 1) Applicants submitting proposals for different programme output on AM and FM wavebands should, within a single application document, complete this section of the application form twice: first detailing their programme proposals for a service on the AM waveband (Q.11-22), followed separately by proposals for a service on the FM waveband (Q.11-22, again).
 - 2) Responses to this section of the application will form the basis of the successful applicant's 'promise of performance', to be incorporated in the licence issued for the new licence period.
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11. PROPOSED PROGRAMME SERVICE

- a) State waveband (AM or FM), and name of proposed programme service on that waveband.

EKR AM.

- b) Outline, briefly and in general terms, the approach and objectives of the proposed programme service, and the broad format and content to be provided: e.g. whether a 'full service', or more specialised in appeal; whether predominantly music-led or speech-based; the extent to which output would be locally-originated or part of a wider, externally-sourced service.

The overall approach of **EKR** is to create a truly local radio service for East Kent - **a radio service for the Men of Kent.**

The approach on AM will be to create a distinctive service which provides local listeners with a wider choice than the existing services.

EKR AM will be a mixed speech and music station. In peak hours (6am to 7pm) weekdays there will be approximately equal amounts of speech and music with more variable proportions at weekends, evenings and overnight. It will be the natural forum for debate on local issues and will rapidly become part of the fabric of East Kent with a great deal of listener involvement. It will have a broad appeal, but will be particularly attractive to people over 35.

The presentation style will be relaxed and friendly without being too cosy. The presenters will be well read, intelligent and articulate rather than disc jockeys. They will put their personal stamp on the station.

The speech will give the station its character. In the main, speech will fall into five categories:

News: Bulletins on the hour every hour round the clock and from 6am until mid-evening on the half hour as well. Local news will be sourced from East Kent Radio journalists based at Canterbury, Dover/Folkestone, Thanet and Ashford. In addition to the bulletins there will be news items within the programmes at breakfast time, late afternoon and other times as appropriate. Within programmes the accent will be on local news, but national stories may also be covered either by way of tapes from a national news provider or by live interviews with involved local people.

Information: The station will put special emphasis on accurate weather forecasts, possibly presented by a personality weather forecaster. There will be travel information within the area and surrounds every half hour during daytime. Here there will be comprehensive guides to events in the area and reviews of them.

Discussion: Studio guests will put their point on local and national issues and listeners will be invited to take part on the telephone.

Local Features: There will be feature items throughout the programming highlighting aspects of the area and allowing listeners to develop a greater pride in their surroundings.

Lifestyle and Leisure: There will be a strong array of items to help listeners to get the best out of life, using local experts and in some cases giving the opportunity for listeners to get personal advice. Topics will include: legal matters, health, do it yourself, personal finance, antiques, gardening, education, hi-fi, computers, consumer matters, local history, motoring, environment, photography, holidays and job opportunities.

The music will be familiar, but not cliched. It will be wide ranging, from the Top 40 of the day to oldies and the occasional classic by artists such as Ella Fitzgerald. The factor common to all of the music will be a recognisable tune and will be broader than on a "gold" service.

It is envisaged that the output will be locally originated although syndicated programmes which enhance the quality of the station will be given consideration.

12. BALANCE BETWEEN MUSIC AND SPEECH

Of all programming airtime (i.e. excluding any advertising or other commercial mintage, promotional trails and sponsor credits), what proportion will be devoted to speech (including presentation of music)? Enter, in the following table, the minimum and maximum percentages of programming airtime that speech output would form, in each of the periods specified.

Speech as % of prog. airtime

	'Peaktime' (06.00-19.00)		Non-'Peaktime'	
	<u>Min%</u>	<u>Max%</u>	<u>Min%</u>	<u>Max%</u>
a) On a typical weekday (Monday-Friday)	25%	50%	20%	50%
b) On a typical Saturday	35%	65%	20%	60%
c) On a typical Sunday	30%	50%	20%	50%

13. MUSIC OUTPUT

a) Weekday peak-time music

If it is proposed to include music within the weekday peak-time (06.00-19.00) output, give details of the predominant type(s) of music by which it is expected that the service would be identified, using recognised definitions: e.g. current and recent 'top 40' chart hits; gold (former chart hits); dance; easy-listening; etc. For each type, provide four examples of individual tracks (naming recording artists) as representative illustrations. State the minimum and maximum proportion (as a percentage) of total music output to be represented by each type listed, during any consecutive period of three weekday peak-time hours devoted mainly to music output.

TYPE OF MUSIC	ILLUSTRATIVE TRACKS AND ARTISTS	MUSIC TYPE AS % OF TOTAL	
		Min %	Max %
Recent releases	Hold Me, Thrill Me, Kiss Me - Gloria Estafan Driving With The Brakes On - Del Amitri Jessie - Joshua Cadison Everywhere I Go - Jackson Browne	5%	10%
Contemporary Adult Songs	If You Don't Know Me By Now - Simply red Late In The Evening - Paul Simon Senza Una Donna - Paul Young Your Love Is King - Sade	10%	25%
Classic Hits	You're So Vain - Carly Simon We Don't Talk Anymore - Cliff Richard Groovy Kind Of Love - Phil Collins Didn't I (Blow Your Mind) - Delfonics	10%	30%
Golden Oldies	Gentle On My Mind - Glen Campbell Shout - LuLu Question - Moodie Blues Crying - Roy Orbison	10%	30%
Soul Classics	Baby I Need Your Loving - Four Tops Just My Imagination - Temptations Stand By Me - Ben E King Tonight I'll Celebrate My Love - Roberta Flack & Peabo Bryson	5%	15%
Easy Listening	You've Got A Friend - James Taylor The Way We Were - Barbara Streisand We've Only Just Begun - Carpenters Love On The Rocks - Neil Diamond	5%	20%
Classic Songs	Chattanooga Choo Choo - Glenn Miller My Baby Just Cares For Me - Nina Simone Mona Lisa - Nat King Cole Happy Talk - Captain Sensible	0%	15%

b) Music output at other times

Provide details of any type(s) of music, other than those listed at a) above, which it is intended to broadcast either during non-peak-time hours on weekdays (i.e. before 06.00 or after 19.00), or at any time of day during weekends. For each type, provide four examples of tracks (naming recording artists) as representative illustrations. State, for each type listed, the anticipated amount to be broadcast, and when it would be scheduled.

We intend to apply our peak time music styles throughout the evening, night and weekend, although the relative proportions of these styles may vary over wider bands than during peak time.

The exception will be specialist music programmes on Sunday evenings. The table below shows the music anticipated for these slots, although we would vary these programmes to reflect changing tastes in the East Kent area.

TYPE OF MUSIC	ILLUSTRATIVE TRACKS AND ARTISTS	WEEKENDS
Jazz	Take Five - Dave Brubeck Black and Blue - Humphrey Lyttleton Rocking Chair - George Melly & Mick Mulligan Hot House Flowers - Wynton Marsalis	1 hour Sunday Evening
Country	If Tomorrow Never Comes - Garth Brooks We're Gonna Hold On - George Jones & Tammy Wynette I Feel Lucky - Mary Chapin Carpenter Lord Has Mercy On The Working Man - Travis-Tritt	1 hour Sunday Evening
Nostalgia	San Antonio Rose - Bing Crosby Do I Worry - The Ink Spots Glow-Worm - Spike Jones Manana - Edmundo Ross	1 hour Sunday Evening

14. SPEECH CONTENT

Describe, as fully as possible, the speech content (if any) of the service proposed, other than news output (see Q.15 below). Provide examples of speech material, and indicate whether this would be in the form of short features (less than 3 mins. duration), longer items or entire programmes. (All regular speech output, apart from general presentation and introduction of music items, should be included in the proposed programme schedule at Q.20).

The Speech content will range over news, information, discussion, local features, leisure and lifestyle material.

News will mainly be included in the breakfast and late afternoon programme. Typically items will run for less than four minutes and will be in the form of short taped items by **EKR** reporters. Examples of topics might be: The proposed introduction of a new type of cross-channel ferry, a supermarket raid in Ashford, or a proposal to reduce the frequency of rubbish collections in Thanet. When local stories break **EKR** reporters will be on the scene reporting live via the radio car, and the reporters will be available for live interviews to set stories into context. Syndicated tapes, such as those provided by the IRN Billboard service, will be used for some national stories along with live interviews with local experts to set the context for national stories, for example: a Canterbury Mortgage Broker on the effects of Building Society mergers, the leader of Kent County Council on the effects of Government cutbacks or a local commuter group chairman on rail privatisation.

Discussion will be in longer form. We envisage this to be principally on local matters with local leaders and opinion-formers taking listeners' calls over a one hour period, with some music to split it up.

Local features will include what's on and event information which will be in short bursts, with reviews of local productions perhaps extending to five minutes. There will also be items which will give listeners a pride in living in East Kent. These will be both in short report form and longer interviews, which may extend to a phone-in. Where possible they will be tied to current events.

Lifestyle and leisure items will be a major part of the station's output. While many of them will be rooted in the local community the purpose of the items will be to help listeners to make the most of their lives. Many of these items will have an optional phone-in element and consist of shortish live interviews (around four minutes) with the same expert between records for a period of up to thirty minutes. Probable topics were outlined in section 11 (b).

15. **NEWS OUTPUT**

a) **National and international news**

If it is proposed to provide national and international news output, state the periods of the broadcasting day (separately for weekdays and weekends) when this would be included, the scheduling and duration of this output, and the proposed source(s) and/or means of collecting such news.

It is intended to carry between two and three minutes of national and international news at least hourly right round the clock. The information would be provided by a national agency such as Independent Radio News, Reuters Radio News or Network News. It is envisaged that detailed negotiations with potential providers will take place after the licence has been granted.

At peak times the national news provider's material would be incorporated into **EKR** locally read bulletins. Overnight we would carry the live bulletins of the national provider. These bulletins would be supplemented by thirty to sixty seconds of headlines on the half hours, at least during peak time, seven days per week.

b) **Local and regional news**

If it is proposed to provide local and/or regional news output, state the periods of the broadcasting day (separately for weekdays and weekends) when this would be included, the scheduling and duration of this output, and the proposed source(s) and/or means of collecting such news.

EKR will have a substantial news gathering operation with reporters with ISDN links to the studios in Canterbury from Ashford, Dover/Folkestone and Thanet. Their material, together with that from local stringers and the local newspaper Adscene, will provide the basis of the local material in our on-hour and half hour bulletins which will be broadcast at least during peak time, seven days per week

Adscene have a news staff of nine reporters, based throughout the East Kent area, with bases at Canterbury, Dover, Folkestone and Ashford.

EKR will have a radio car, equipped with all the necessary facilities to allow on the spot reports to be broadcast live.

16. **BROADCASTING HOURS**

During which hours of the day is it intended to broadcast a programme service? (Please state if broadcasting hours will differ on weekdays, Saturday and Sunday).

24 hours per day Monday to Sunday.

17. **NON-LOCAL ORINATION**

If it is proposed that part or all of the programme service will be provided other than by 'live' programming originating from a studio (or outside broadcast facility) within this licence area, provide details of this, indicating the nature and source of such material, and its scheduling and duration. Include each of the following, as appropriate:

- a) Programming that is part of a wider regional or networked service, originating from a studio outside this licence area. (Programming integrating material originating from a studio outside this licence area with locally-originated items by means of digital or other technology should be described under this heading, with a full explanation of the means of compilation and presentation of such programming);

We have no proposals to carry material as part of a regional networked service, although we retain an open mind on this issue and will evaluate opportunities as they arise, should they enhance our service.

There may be occasions when **EKR** would mount an OB outside the editorial area, for example from Calais, if there were a joint Dover/Calais festival.

- b) Other than national and international news, all syndicated programming (e.g. any concerts, chart shows, interviews, drama, etc.).

We have no current plans to use syndicated material. We will retain an open mind and if programmes become available that we believe will enhance our service they will be considered for broadcast.

18. **AUTOMATED LOCAL OUTPUT**

If it is proposed to provide locally-compiled programming which involves no presentation at all, or pre-recorded rather than 'live' presentation (excluding commercials, sponsor credits, networked news and pre-recorded promotional items), please give details, indicating scheduling and duration.

No automated local output is envisaged.

In some circumstances individual features or programmes will be post produced and transmitted as a pre-recorded item or programme. This will be a rare occurrence and will happen only when it enhances the production value of a programme. (e.g. adding music during an interview to illustrate points that have been made)

19. **OUTPUT IN LANGUAGE(S) OTHER THAN ENGLISH**

If any programming in a language (or languages) other than English is proposed, state which language(s), give details of the expected amounts of such programming and its time of scheduling, and estimate the number of persons living in the area who are able to understand the language(s) to be used, and the percentage of the total population of the licence area which they represent.

We propose to do all broadcasting in English.

20. PROGRAMME SCHEDULE

Using, if necessary, a maximum of two pages for each, provide an outline of the proposed programme schedule for:

- a) a typical weekday (indicating variations from day to day, as appropriate);
- b) a typical Saturday;
- c) a typical Sunday.

Summarise, for each programme sequence, the main type(s) of music and/or speech content, style of presentation, and the proportion of programming airtime (see Q.12 for definition) devoted to music and speech. Indicate duration and scheduling of any national/international and/or local/regional news output. These should be consistent with responses to other questions in this section of the application.

If this application is for an FM licence, please indicate clearly any programme sequences (including any sustaining service originating from a source outside the licence area) which are intended to be broadcast in mono rather than stereo.

(Note: The successful applicant will be permitted to vary the detail and timings of this outline schedule, provided that the general approach and balance of the service proposed in this application is maintained within the 'promise of performance' agreed).

Monday-Friday Programme Schedule

6am - 10am Breakfast Show: We envisage that there will be a roughly even split between speech and music in this programme, but the mix would vary with more music in the first and last hour and more speech between 7am and 9am, although music will give "breathing space" in the middle hours of the programme. Throughout there will be news and travel information at least every half hour. There will be comprehensive weather forecasts, possibly involving a personality forecaster. The speech content will be largely news oriented using the stations' journalists to provide local story coverage and live (possibly syndicated) interviews for national stories. Outside the bulletins we would expect to cover stories that are likely to have direct impact on listeners' lives. Listeners will be invited to contribute their views on the telephone, but we do not envisage that this would be a large proportion of the programme. Musically the programme will be lively and tuneful biased towards more recent recordings. The presenter will be lively, well-read and able to establish a strong rapport with the audience. He/she will have a journalistic edge to give justice to the news interviews and to ensure that a balanced view is represented.

10am - 2pm Daytime Show: The speech content of this programme will occupy around 40% - 60% of the airtime. News and travel information will appear every half hour. There will be a specific "coffee break" phone-in at around 10.30am with the remainder of the speech covering

lifestyle and leisure topics, often with associated phone-in involvement from listeners. Musically the programme will cover the whole range of the station's policy. The presenter will be warm and friendly, possibly female.

2pm - 6pm Afternoon Show: The speech content of this programme will occupy around 40% - 60% of the airtime. There will be news bulletins and travel information at least every half hour. It is envisaged that there will be an advice phone-in with a guest taking phone calls for part of the first hour. In the middle two hours there will be short interviews with local celebrities and features reflecting the population's pride in the area. The final hour will look at the news of the day with the help of the station's journalists around the county, syndicated news material and live interviews. Musically the programme will reflect the whole range of the station's music policy. The presenter will have a journalistic background and be warm and friendly.

6pm - 10pm Evening Show: Speech will make up around 25-40% of this programme. Most of the speech will be in the first two hours and will be a mix of leisure and lifestyle interviews and local information. The second half would be more music oriented with short musical features between the records which would cover the whole range of the station's music policy. Specialist music segments may have a place in the later part of the programme.

10pm - 1am Late Night East Kent: This programme will be a phone-in with up to 80% speech depending on response. Much of the programme would be "open-line" discussing the news and local issues of the day, but from time to time local leaders and experts on topics would take listeners' calls. The presenter will need a sharp mind and broad experience of life.

1am - 6am Night Time Show: This will be a music-led programme with the possibility of the occasional telephone call. Musically it would cover the range of the station's music policy, but with the emphasis on "gold" material.

Saturday Programme Schedule

6am - 10am Breakfast: This programme will have around 35% - 50% speech content. It will be less news oriented than the weekday breakfast programme, although some news items are likely to be carried. Much of the speech content will be related to leisure activities over the weekend - what's on, places to go and things to do, ferry information for day trips and comprehensive weather forecasts. Heritage features will also be included in this programme. The music will be bright but still tuneful. The presenter will need to be familiar with, and have a pride in, the area.

10am - 2pm Saturday Morning: An activities/practical programme with a round and even balance between speech and music, covering topics such as gardening, car maintenance and DIY. It may include an element of 'phone-in advice. Musically the programme will cover the whole range of the station's music policy. There will be news and travel information every half hour throughout the programme.

2pm - 6pm Saturday Sport: A primarily speech programme with around 30% music and following a broad range of sports popular in the area. Cricket, rugby, football, sailing, horse racing, motor scrambling and golf will be among the sports featured. There will be news

bulletins and travel information every half hour throughout this programme, provided that they do not interrupt live sports coverage. In the final hour there will be a full classified football round-up and a summary of the day's sporting action both locally and (where appropriate) nationally.

6pm - 10pm Saturday Evening: As Monday - Friday.

10pm - 1am Late Night East Kent: As Monday - Friday.

1am - 7am Night Time Show: As Monday - Friday.

Sunday Programme Schedule

7am - 10am Breakfast Show: A programme similar to the Saturday Breakfast Show, but also including an element of religious and moral discussion from local churches.

10am - 1pm Sunday Morning: This will primarily be a speech programme looking back over the events of the week and forward to the coming week. Studio guests will include civic leaders and local opinion-formers and phone-in contributions from listeners will be a vital component of this programme. The presenter will be a well-read journalist, but with warmth and personality. News and travel information will be included every half hour and there will be a detailed look forward to the weather over the coming week.

1pm - 5pm Sunday Afternoon: A gentle afternoon programme which will be around 80% music together with some music features and an occasional music celebrity guest. There will be news and travel information every half hour.

5pm - 10pm Specialist Music Programmes: A range of one and two hour specialist music programmes presented by specialist presenters. Music will probably include Country, Nostalgia, and Jazz. There would be news and travel information every half hour until 7pm and news every hour afterwards.

10pm - 1am Late Night East Kent: As Monday - Friday.

1am - 6am Night Time Show: As Monday - Friday.

- a) To what extent, and in what ways, is the proposed programme service designed to "cater for the tastes and interests of persons living in the area", either general or particular?

A fundamental feature of EKR's proposals is to propose a service on AM, as well as FM, which is designed specifically and exclusively to cater for listeners in the East Kent licence area. EKR's programmes will be locally-conceived and broadcast solely for East Kent. They will not be part of a Kent-wide service, as at present, or based upon a "format" established by the station owners in other parts of the country.

Considerable research has been conducted among listeners in the area to ensure that EKR's proposals correspond to their tastes and interests. EKR-AM's programme service is designed to take account of the pattern of AM/FM listening shown by our research and the desires of listeners, including both the balance and content of the music and speech programming they would like.

Based on the research, EKR has devised a format of broad appeal that will combine the range of music that listeners most wish to hear together with a significant proportion of local news and other speech features covering the topics listeners wanted to hear more. The research data is summarised in question 23 below.

EKR's proposed AM service is wholly designed to cater for the tastes and interests of persons living in East Kent.

- b) If the programme service is designed to appeal especially to particular sections or demographic groups (e.g. certain age-groups) within the population, state which.

The AM service is intended to have broad appeal, particularly attracting listeners over 35. Its appeal will also extend to the large group of listeners over 55, who are inadequately served at present.

- c) To what extent, and in what ways, will the proposed service cater for tastes and interests different from those catered for by any other Independent Local Radio services provided within part or all of the licence area, apart from those for which the licence(s) are currently being re-advertised?

At present only Invicta's Kent-wide services are intended to cover all or most of the East Kent licence area. Examination of RAJAR, confirmed by our listener survey, shows that "other" commercial listening in the area is negligible.

London-based ILR signals overlap to a significant extent into the West Kent area, some reaching as far as Maidstone, but are largely inaudible in the East Kent area. Our survey showed slight listening to Capital Radio's stations and almost no listening to London News' services. Southern Radio's services (Southern FM and South Coast Radio) partially overlap the South-East of the licence area. Listening was only slight in the East Kent survey area - the only noticeable listening occurring in the South-West of the area around Cranbrook/Staplehurst and, to a lesser extent, Ashford/Romney. Essex Radio (Essex FM and Breeze AM) can be heard in some parts of the north of the licence area along the Thames estuary. As our research showed, listeners in East Kent are relatively dis-interested in events in West Kent - it is clear that programmes destined for listeners in other areas address entirely different needs.

EKR will cater specifically for local needs and interests in East Kent, with a different balance of music and speech programming as well as different content.

22. RELATIONSHIP BETWEEN EXISTING ILR SERVICE(S) IN THE AREA, AND APPLICANT'S PROPOSALS

To what extent does the applicant propose to provide a programme service which is similar in format and approach to that provided by the existing holder of the licence now being re-advertised? In what way(s) would the applicant's proposed programme service differ from the service(s) provided by the existing licensee?

Invicta presently holds two AM licences, broadcasting it's Invicta Supergold service - 603 kHz in East Kent and 1242 kHz in West Kent.

Invicta AM's Promises of Performance

The promises of performance for these services specify that Invicta will provide local service for at least 12 hours a day, the remaining hours comprising a network programme. Speech programming is to occupy between 5-20% of peak-time output. Not less than 85% of daily music output is specified to be popular tracks recorded in the 50's, 60's, 70's and 80's - not more than 15% may be music recorded in the previous 5 years.

Invicta Supergold Programmes

As local listeners as well as broadcast professionals, we have followed Invicta's programming over a considerable time. In addition to periodic monitoring of Invicta's output, we have conducted an analysis of sample prime-time programmes. Invicta AM conforms to the basic "gold" model initiated by Capital Radio and adopted by most ILR groups operating "split" AM and FM services. Although the music played broadly corresponds with the promise of performance description, there appears to be a high proportion of more recent tracks, notably from the 80's, overlapping with music programmed on Invicta FM and resulting in a bias toward younger listeners unlike many gold services. This is confirmed by RAJAR data and our survey of East Kent listeners, which show Invicta Supergold's peak listening share to be among 35-44 year olds.

At present, Invicta Supergold broadcasts a single programme simultaneously on both the East and West Kent transmitters between 6 am and midnight. For the remaining 6 hours listeners are offered even less choice, with a programme broadcast simultaneously on both the AM transmitters and Invicta's FM frequencies.

EKR

EKR will adopt a different approach, broadening the choice of listening available to listeners in East Kent, and will:

- *Provide an AM service specifically and exclusively for listeners in East Kent.
- *Broadcast a separate AM service, 24 hours a day.
- *Provide a more distinct AM service of broad appeal, particularly to listeners over 35, which will noticeably improve listening among 45-54 year olds and attract a significant audience among over-55's, as our research shows.
- *Programme the balance of music and speech output that listeners in East Kent said they wanted.
- *Provide a wide range of local news, local travel/traffic and weather, information about local events, life and people, etc - all topics that listeners in our survey said that they wished to hear more than at present. The desire for more of these topics was even higher among existing listeners to Invicta AM than in general.

*

Play a broad range of music with more universal appeal, linked by a strong melodic content rather than by the date at which it was recorded.

In this manner we project that EKR-AM will achieve a higher reach and share of listening amongst a broader range of age groups than Invicta Supergold does at present.

11. PROPOSED PROGRAMME SERVICE

- a) State waveband (AM or FM), and name of proposed programme service on that waveband.

EKR FM.

- b) Outline, briefly and in general terms, the approach and objectives of the proposed programme service, and the broad format and content to be provided: e.g. whether a 'full service', or more specialised in appeal; whether predominantly music-led or speech-based; the extent to which output would be locally-originated or part of a wider, externally-sourced service.

EKR's objective is to put the local back into local radio by providing a service tailored to **the Men of Kent** and which recognises the diversity that exists even within East Kent itself.

EKR FM will be a broadly based music-led service with music ranging from the current Top 40 to golden oldies. It will be slightly more mature than the present Invicta FM service. It is intended that programmes will be totally locally originated (with the exception of the Network Chart Show) and not a part of an externally sourced service.

News, especially local news, will be an important part of this station with an emphasis on quality local reporting. We will have reporters based in different parts of the area providing separate localised bulletins on each of the four transmitters on the half hour in breakfast and afternoon drive time. There will also be a local split bulletin at lunchtime. We believe that this is the best way to provide a truly local service to the different areas.

Additional news coverage would be initiated for major breaking stories. There will also be extensive travel information, local weather forecasts and events information throughout the programmes, but **EKR FM** will keep entertainment to the fore, playing the music that our research has shown is popular in East Kent.

As **EKR FM** will only cover East Kent the service will have stronger local roots with more detailed information and greater relevance to the area.

It is intended that for much of the day, with the exception of breakfast and mid-morning, the presenters will be unobtrusive guides to the music news and information on **EKR FM**. The breakfast and mid morning DJ's, in particular, will have an intelligent sense of humour.

12. BALANCE BETWEEN MUSIC AND SPEECH

Of all programming airtime (i.e. excluding any advertising or other commercial mintage, promotional trails and sponsor credits), what proportion will be devoted to speech (including presentation of music)? Enter, in the following table, the minimum and maximum percentages of programming airtime that speech output would form, in each of the periods specified.

Speech as % of prog. airtime

	'Peaktime' (06.00-19.00)		Non-'Peaktime'	
	<u>Min%</u>	<u>Max%</u>	<u>Min%</u>	<u>Max%</u>
a) On a typical weekday (Monday-Friday)	10%	25%	10%	25%
b) On a typical Saturday	10%	25%	10%	25%
c) On a typical Sunday	10%	25%	10%	25%

MUSIC OUTPUT

a) Weekday peak-time music

If it is proposed to include music within the weekday peak-time (06.00-19.00) output, give details of the predominant type(s) of music by which it is expected that the service would be identified, using recognised definitions: e.g. current and recent 'top 40' chart hits; gold (former chart hits); dance; easy-listening; etc. For each type, provide four examples of individual tracks (naming recording artists) as representative illustrations. State the minimum and maximum proportion (as a percentage) of total music output to be represented by each type listed, during any consecutive period of three weekday peak-time hours devoted mainly to music output.

TYPE OF MUSIC	ILLUSTRATIVE TRACKS AND ARTISTS	MUSIC TYPE AS % OF TOTAL	
		Min %	Max %
Popular Current Hits	Some Might Say - Oasis The Changing Man - Paul Weller Holding On To You - Terence Trent D'arby Medusa - Annie Lennox	15%	35%
Recurrent Hits	Linger - Cranberries Baby I Love Your Way - Mountains Right Beside You - Sophie B Hawkins All That She Wants - Ace Of Bass	10%	25%
Recent Adult Hits	Sweet Surrender - Wet Wet Wet The Sidewinder Sleeps Tonight - REM I Don't Wanna Fight - Tina Turner With Or Without You - U2	10%	25%
Classic Hits	One Love - Bob Marley I Guess That's Why They Call It The Blues - Elton John	5%	25%

	Stoned Love - Diana Ross What Am I Gonna Do - Rod Stewart		
Old Gold	Unchained Melody - Righteous Brothers Lady Lynda - Beach Boys You're The First The Last My Everything - Barry White My Sweet Lord - John Lennon	5%	20%
Soul/Ballads	Endless Love - Luther Van Dross Can You Feel Her - Chi-Lites Greatest Love Of All - Whitney Houston Stuck On You - Lionel Richie	5%	20%

b) Music output at other times

Provide details of any type(s) of music, other than those listed at a) above, which it is intended to broadcast either during non-peak-time hours on weekdays (i.e. before 06.00 or after 19.00), or at any time of day during weekends. For each type, provide four examples of tracks (naming recording artists) as representative illustrations. State, for each type listed, the anticipated amount to be broadcast, and when it would be scheduled.

We intend to apply our peak-time music styles throughout the evening, night and weekend, although the relative proportions of those styles may vary over wider bands.

14. SPEECH CONTENT

Describe, as fully as possible, the speech content (if any) of the service proposed, other than news output (see Q.15 below). Provide examples of speech material, and indicate whether this would be in the form of short features (less than 3 mins. duration), longer items or entire programmes. (All regular speech output, apart from general presentation and introduction of music items, should be included in the proposed programme schedule at Q.20).

The speech on **EKR FM** will fall into two categories: short items of information and competitions. It will be presented in a lively, and where appropriate, in a humorous way. No item should last for more than three minutes.

Travel news will be provided at least half hourly on weekday peak-time with additional reports during breakfast and evening drive. The travel news will be comprehensive within the EKR area, but also, recognising the movement of people to surrounding areas, covering major roads, rail links and ferries over a wider area.

Weather forecasts are particularly important to the people of East Kent with agriculture, shipping and tourism so dominant in the area. **EKR FM** will have a full forecast after each bulletin with longer term forecasts in the morning and early evening. Care will be taken to relate forecasts to listeners and to explain the effects on their occupations.

Presenters will display an awareness of the area, giving what's on information, talking about films in local cinemas and local theatre.

The station will get out and about in the area, giving the population a chance to see programmes being made. While such outside broadcast programmes will still be predominantly music there will be a larger proportion of speech in the form of short interviews with local people talking about places of note, or taking part in competitions.

It is envisaged that there will be ad-hoc splitting of the transmitters to accommodate local

events. For example there would be special programming on the Canterbury Festival, which would only be broadcast in the Canterbury area.

We do envisage a number of short competitions on **EKR FM**, which would appear in many of the programmes. These would mostly have low value prizes or be for fun, but we may wish to have a more elaborate competition on the breakfast programme from time to time with a substantial prize.

15. NEWS OUTPUT

a) National and international news

If it is proposed to provide national and international news output, state the periods of the broadcasting day (separately for weekdays and weekends) when this would be included, the scheduling and duration of this output, and the proposed source(s) and/or means of collecting such news.

It is intended to carry between two and three minutes of national and international news at least hourly around the clock. The information would be provided by a national agency such as Independent Radio News, Reuters Radio News or Network News - detailed negotiations with potential providers will take place after the licence has been granted.

At peak-times this would be incorporated into EKR locally read bulletins, overnight we will carry the live bulletins of the national provider. These bulletins would be supplemented by 30 seconds of headlines on the half hour at least during peak-time seven days per week.

b) Local and regional news

If it is proposed to provide local and/or regional news output, state the periods of the broadcasting day (separately for weekdays and weekends) when this would be included, the scheduling and duration of this output, and the proposed source(s) and/or means of collecting such news.

We intend to have a substantial news gathering operation with reporters at ISDN linked bases in Canterbury, Ashford, Dover/Folkestone and Thanet. Their material, together with that from local stringers and the local newspaper 'Adscene', will provide the basis of the local material in our on-hour and half hour bulletins which would be broadcast during peak-time seven days a week. Additionally we plan to broadcast split bulletins to each of the four transmitters at 7.30am, 8.30am, 1pm, 4.30pm, 5.30pm and 6.30pm. The sub-area content of each of these bulletins will be two minutes.

Adscene have a news staff of nine reporters, based throughout the East Kent area, at Canterbury, Dover, Folkestone and Ashford.

EKR will have a radio car, equipped with all the necessary facilities to allow on the spot reports to be broadcast live.

16. **BROADCASTING HOURS**

During which hours of the day is it intended to broadcast a programme service? (Please state if broadcasting hours will differ on weekdays, Saturday and Sunday).

24 hours per day Monday to Sunday.

17. **NON-LOCAL ORINATION**

If it is proposed that part or all of the programme service will be provided other than by 'live' programming originating from a studio (or outside broadcast facility) within this licence area, provide details of this, indicating the nature and source of such material, and its scheduling and duration. Include each of the following, as appropriate:

- a) Programming that is part of a wider regional or networked service, originating from a studio outside this licence area. (Programming integrating material originating from a studio outside this licence area with locally-originated items by means of digital or other technology should be described under this heading, with a full explanation of the means of compilation and presentation of such programming);

We have no proposals to carry material as part of a regional or networked service, although we retain an open mind on this issue and will evaluate opportunities as they arise, should they enhance our service for the listener.

There may be occasions when EKR would mount an OB outside the editorial area, for example from Calais, if there were a joint Dover/Calais festival.

- b) Other than national and international news, all syndicated programming (e.g. any concerts, chart shows, interviews, drama, etc.).

At present we envisage including The Network Chart Show in our schedule as we note its popularity and believe it will enhance our programming. We do not have any other plans for carrying syndicated programming on EKR FM but we will retain an open mind, and will consider programmes for broadcast if we believe they will enhance our service.

18. **AUTOMATED LOCAL OUTPUT**

If it is proposed to provide locally-compiled programming which involves no presentation at all, or pre-recorded rather than 'live' presentation (excluding commercials, sponsor credits, networked news and pre-recorded promotional items), please give details, indicating scheduling and duration.

No automated local output is envisaged.

In some circumstances individual features or programmes will be post-produced and transmitted as a pre-recorded item or programme. This will be exceptional and only occur when it enhances production values, for example adding music during an interview to illustrate points that have been made.

19. OUTPUT IN LANGUAGE(S) OTHER THAN ENGLISH

If any programming in a language (or languages) other than English is proposed, state which language(s), give details of the expected amounts of such programming and its time of scheduling, and estimate the number of persons living in the area who are able to understand the language(s) to be used, and the percentage of the total population of the licence area which they represent.

We propose to do all broadcasting in English.

20. PROGRAMME SCHEDULE

Using, if necessary, a maximum of two pages for each, provide an outline of the proposed programme schedule for:

- a) a typical weekday (indicating variations from day to day, as appropriate);
- b) a typical Saturday;
- c) a typical Sunday.

Summarise, for each programme sequence, the main type(s) of music and/or speech content, style of presentation, and the proportion of programming airtime (see Q.12 for definition) devoted to music and speech. Indicate duration and scheduling of any national/international and/or local/regional news output. These should be consistent with responses to other questions in this section of the application.

If this application is for an FM licence, please indicate clearly any programme sequences (including any sustaining service originating from a source outside the licence area) which are intended to be broadcast in mono rather than stereo.

(Note: The successful applicant will be permitted to vary the detail and timings of this outline schedule, provided that the general approach and balance of the service proposed in this application is maintained within the 'promise of performance' agreed).

Monday - Friday Programme Schedule

6am - 10am Breakfast Show: A lively mix of music, news and information. There will be news on the hour and the half hour, some of the bulletins will be split separately for the sub regions. The programme will be ready to expand the news coverage should a major event dictate. The DJ will be a well-read personality, friendly and with a mature sense of humour. There will be travel news at least every half hour - this will cover travel in the area and also the surrounding area, recognising that many listeners commute by road and rail. There will be comprehensive weather forecasts, local information on events and a news briefing looking forward to the day's news agenda both locally and nationally. Musically the programme will cover the range of the station's styles but will avoid music with too strong a beat. There will be two competitions in the programme, one for young listeners and one, with an accumulator prize for all listeners.

10am - 2pm Daytime Show: Musically the programme will be slightly more mellow than much of the station's output, but will not shy away from playing new releases and Top 40 records. The DJ will be warm and friendly, but not overbearing. There will be half hourly news and travel information with extra coverage if major stories are breaking. There will be short musical features based on the day in history or similar and the audience will be invited to participate in a number of fun competitions.

2pm - 6pm Afternoon Show: The programme will play a broad range of music, sharpening up a little after 4pm, when the proportion of recent releases will rise and music with a stronger beat will be included. There will be half hourly news and travel information and some bulletins

will be split for the separate sub-regions. The presentation will be less obtrusive with longer sweeps of music during this programme. There will be a children's competition.

6pm - 10pm Evening Show: This will be a programme where the music very much does the talking with an unobtrusive, but musically knowledgeable, DJ. Musically it will be the sharpest of the daily programmes, recognising that the audience is likely to be younger - but it will not depart too far from the recognisable station style of music. There will be news half hourly until 7pm, hourly afterwards with half hourly travel news until 9pm. There will be information on events in the area aimed at the younger audience with short features about things such as computer games. There would probably be some involvement of local students in this output.

10pm - 1am Late Night Show: Music and some chat. This programme will be aimed at a broad audience and musically will cover the whole range of the station's style. The DJ will have more of a presence and may include a couple of short interviews with celebrities. There will be news hourly and a briefing on news stories expected to feature in bulletins the following day. There will be a comprehensive local weather forecast.

1am - 6am Night Time Show: A broad range of music with an unobtrusive DJ and a news bulletin every hour.

Saturday Programme Schedule

6am - 10am Breakfast Show: A lively mix of music, news and information. There will be news and travel information on the hour and the half hour. The DJ will be a well-read personality, friendly and have a mature sense of humour. There will be comprehensive weather forecasts and local information on events over the weekend. Musically the programme will cover the range of the station's styles but will avoid music with too strong a beat. There will be fun competitions scattered throughout this programme. Towards the end of the programme there will be a feature talking to a couple due to get married during the day.

10am -2pm Saturday Show: A broad range of music with news and travel information on the hour and half hour. It is envisaged that this programme would generally be broadcast as an OB from shopping centres in the winter months. The OBs would have some interview speech content otherwise the presenter of this programme would be unobtrusive and guide the listener through the music and speech.

2pm - 6pm Saturday Afternoon: A broad range of music with news and travel information on the hour and half hour. It is envisaged that this programme would have a strong personality DJ and that during the summer months it would be broadcast as an OB from different events and locations in the station's area. The OB's would have some interview speech content. Classified football results and a sports round-up would be included in this programme but the full sports coverage would be on the EKR AM service.

6pm - 10pm Saturday Evening: As Monday - Friday Evening Show.

10pm - 2am Saturday Night: A lively music programme with news on the hour, recognising that much of the audience will be travelling back from a night out or be unwinding. The DJ will be unobtrusive.

2am - 7am Night Time Show: As Monday - Friday.

Sunday Programme Schedule

7am - 10am Breakfast: A lively mix of music, news and information. There will be news and

travel information on the hour and the half hour. There will be comprehensive weather forecasts and local information on events during the day. Musically the programme will cover the range of the station's styles but will avoid music with too strong a beat. There will be fun competitions scattered throughout this programme.

10am - 1pm Sunday Morning: A mix of music, news and information. There will be news and travel information on the hour and the half hour. Listeners will be invited to suggest requests and dedications on this programme.

1pm - 4pm Sunday Afternoon: A broad mix of music with news and travel information every half hour. It is envisaged that, primarily in the summer months, this programme would be broadcast as an OB from events or tourist attractions in the area. The OB's would contain some interview speech content.

4pm - 7pm Network Chart: Syndicated Programme.

7pm - midnight Sunday Evening: A broad mix of music, with news on the hour and an unobtrusive DJ.

Midnight - 6am Night Time Show: As Monday - Friday

21. APPEAL OF PROGRAMME SERVICE

- a) To what extent, and in what ways, is the proposed programme service designed to "cater for the tastes and interests of persons living in the area", either general or particular?

As stated before, the fundamental feature of EKR's proposals is to provide a service designed specifically and exclusively to cater for listeners in the East Kent licence area. EKR's programmes will be locally-conceived and broadcast solely for East Kent. They will not be part of a Kent-wide service, as at present, or based upon a "format" established by station owners in other parts of the country.

Considerable research has been conducted among listeners in the area to ensure that EKR's proposals correspond to their tastes and interests. The research data is summarised in question 23 below.

EKR's FM programmes are based upon the research and will provide listeners with the balance of music and speech and the mix of music that they said they most wished to hear. Listeners also expressed a wish for more local news and information, a desire recognised in EKR's proposal to provide localised news "splits" at certain times.

The proposed service is entirely designed to cater for the tastes and interests of listeners in East Kent.

- b) If the programme service is designed to appeal especially to particular sections or demographic groups (e.g. certain age-groups) within the population, state which.

The FM service will have wide appeal to listeners of all ages, broadening the appeal compared with Invicta's present FM output. In our research, 79% of all respondents stated they would be likely to listen to EKR-FM, spread across all age groups from 15 to 64 - likely listening was highest among all age-groups from 25-54.

- c) To what extent, and in what ways, will the proposed service cater for tastes and interests different from those catered for by any other Independent Local Radio services provided within part or all of the licence area, apart from those for which the licence(s) are currently being re-advertised?

At present only Invicta's Kent-wide services are intended to cover all or most of the East Kent licence area. Examination of RAJAR, confirmed by our listener survey, shows that "other"

commercial listening in the area is negligible.

London-based ILR signals overlap to a significant extent into the West Kent area, some reaching as far as Maidstone, but are largely inaudible in the East Kent area. Our survey showed slight listening to Capital Radio's stations and almost no listening to London News' services. Southern Radio's services (Southern FM and South Coast Radio) partially overlap the South-East of the licence area. Listening was only slight in the East Kent survey area - the only noticeable listening occurring in the South-West of the area around Cranbrook/Staplehurst and, to a lesser extent, Ashford/Isle of Oxney. Essex Radio (Essex FM and Breeze AM) can be heard in some parts of the North of the licence area along the Thames estuary. As our research showed, listeners in East Kent are relatively un-interested in events in West Kent - it is clear that programmes destined for listeners in other areas address entirely different needs.

EKR will cater specifically for local needs and interests in East Kent, with a different balance of music and speech programming as well as different music and speech content.

22. RELATIONSHIP BETWEEN EXISTING ILR SERVICE(S) IN THE AREA, AND APPLICANT'S PROPOSALS

To what extent does the applicant propose to provide a programme service which is similar in format and approach to that provided by the existing holder of the licence now being re-advertised? In what way(s) would the applicant's proposed programme service differ from the service(s) provided by the existing licensee?

Invicta presently holds two FM licences in East and West Kent, including the East Kent frequencies for which EKR is applying: 102.8 MHz (Canterbury/Dunkirk), 97.0 MHz (Dover), 96.1 MHz (Thanet), 95.9 MHz (Ashford).

Invicta FM's Promises of Performance

Invicta's main promise of performance covers the Maidstone (103.1 MHz - West Kent), Canterbury and Dover transmitters. Separate promises of performance, in almost identical terms, apply to the Ashford and Thanet services. The main promise requires Invicta to broadcast a local service on the three transmitters for at least 18 hours a day, with the balance a networked service, recognising the effective amalgamation of the East and West Kent broadcast areas. Speech is to occupy 5-20% of peak-time output; at least 50% of daily music must be chart hits recorded in the previous 10 years, with at least 20% tracks recorded earlier than the last 10 years. The same speech and music requirements apply to the Ashford and Thanet frequencies. In addition, both Ashford and Thanet are required to provide local services for a minimum of 4 hours a day.

Invicta FM Programmes

Our programme monitoring and analysis confirmed that Invicta provides a "standard" Top-40 FM service, comprising principally new and recent chart hits aimed especially at a young audience - listeners aged between 15-34 account for 60% of listening. The FM service also attracts listeners aged 35-44, overlapping substantially with the main age group presently served by Invicta Supergold.

Previously, separate, local breakfast programmes were provided on the Ashford and Thanet transmitters between 6-10am. At present these are reduced to 3 hours a day between 6-9am. At other times, programming is simulcast on all the FM frequencies in both East and West Kent, although some "split" commercials are broadcast. Between midnight and 6 am a common programme, based on the FM service, is simulcast on all the FM and AM transmitters, identified by presenters just as Invicta and using "split" jingles/ID's on FM and AM.

EKR will provide a music-based service, comprising a wide variety of popular contemporary music with local news reports and information, more clearly complementary to its AM service. In particular, it will:

1. Provide an FM service specifically and exclusively for listeners in East Kent.
2. Broadcast a separate FM service, 24 hours a day.
3. Appeal to a broad range of age groups from 15-54, especially listeners under 45.
4. Programme a wide variety of music, focusing on the mix of musical styles and the balance of recent/older songs that East Kent listeners told us they wished to hear more than at present.
5. Improve local news, information and coverage of local events, which FM listeners (as well as AM listeners) told us they wished to hear more than presently - listeners to Invicta FM also wished to hear more of these topics than at present.
6. Respond to the desire of listeners for more localised news and information by providing "split" news coverage specifically relevant to listeners on each of the 4 transmitters at certain times on weekdays, principally during the breakfast and evening drive shows and at lunch-time.

We project that this service will maintain and modestly enhance the overall reach and listening share achieved by Invicta FM at present, achieving a more balanced distribution of listening across the target age groups.

SECTION III : AUDIENCE AND SUPPORT

23. EVIDENCE OF DEMAND FOR PROPOSED SERVICE

What evidence is there of the extent of local demand for the service proposed by the applicant? Summarise the main findings of any market research undertaken, or analysis of existing audience research information, or other forms of evidence that the proposed service will cater for tastes and interests of people living in the area?

(Note: One copy only may be submitted of any detailed audience research report or analysis, from which the summary below has been derived).

In-depth research into the specific needs and interests of listeners in East Kent is the basis of EKR's proposals.

Audience Analysis

Available RAJAR information only covers the combined East and West Kent areas served by Invicta. However, our survey amongst listeners in East Kent confirmed the overall pattern of listening shown by RAJAR and enabled us to examine listening habits in more detail, specifically in the licence area.

- Since the start of RAJAR in 1992/Q4, Invicta FM's audience has grown whereas that of Invicta AM has declined, with considerable instability in between.
 - BBC Radio overall is stronger in Invicta's TSA than in general - 65% reach and 52% listening share compared with 59% and 49% respectively.
 - Invicta does not appear to have benefitted as it might from the drop in Radio 1 listening, which remains stronger in Invicta's area than nationally (13% share against 11% nationally). Our survey asked listeners which stations they now listened to more or less than previously - this showed a net decrease in 4-week Radio 1 listening of 19.5% but an increase of only 3.3% to Invicta FM and 5.2% to Invicta AM.
- II. Our survey showed above average listening to Invicta FM in the South-West part of the area (Staplehurst/Cranbrook/Ashford/Romney), whereas listening declined substantially to the East, notably the Thames estuary and Channel coast sectors.

Listener Survey

EKR commissioned an in-depth structured survey among 400 radio listeners in the East Kent licence area in March 1995. A copy of the survey data is provided with this Application. In particular the survey showed that:

- Listeners want a balance of music and speech programming, though listeners of all ages prefer a majority of music. The overall balance preferred was for 70% music and 30% speech - with young listeners aged 15-24 wanting 80% music and listeners over 55 wanting nearly 60% music.
- Little overall difference was found between those who presently listen, at least occasionally, to AM (69/31% music/speech) or to FM (72/28% music/speech). The older demographic of likely AM listeners suggests a slightly higher speech content.
- Radio is not seen as a primary source of local news - 71% of listeners surveyed said they used local newspapers, notably free papers, as their source of local news and information, followed by television (51%) and only 37% radio.
- Listeners do not presently have sufficient local information - Asked about the speech topics they would like to hear more or less than at present on the radio, listeners cited in order: local news, cinema/theatre and live entertainment, local traffic/travel and weather, humour/comedy, local events and leisure activities, local life and people.
- The balance of demand for more of these local topics was even higher amongst respondents who presently listen to Invicta, especially those who listen to Invicta AM.

- Listeners in East Kent do not really relate to West Kent - When asked the towns and localities about which they wished to hear more or less news and local information, listeners in East Kent wished on balance to hear more about places in their area and less or no information about localities in West Kent, with the exception of the county town Maidstone.
- Listeners of all ages prefer a mix of both new/recent music and older titles, in contrast with the "standard" ILR split featuring new/recent songs on FM and golden oldies on AM. Overall listeners favoured around 50% new/recent songs, ranging from 70% among listeners aged 15-24 to 35% among listeners over 45.
- Overall, FM listeners would like around 50% new/recent music, whilst AM listeners preferred only around 40%. Again, there is a higher proportion of listeners over 35 likely to listen to AM.

Music preferences

- Listeners' music preferences were explored by showing respondents "blocks" of artists and asking which represented types of music they would like to hear more or less of on the radio than at present. On balance, listeners wanted to hear more of six types of music, which constitute the core of EKR's proposed music programming and unite listeners across a broad range of ages: adult-oriented, hits, soul, current melodic songs, easy listening and adult-oriented pop/rock.
- While listeners to both AM and FM were united in their main preference, some differences emerged - AM listeners showed greater desire than FM listeners for easy listening and adult pop/rock whereas they were appreciably more negative than FM listeners about top 40 pop, dance/rap music and Indie rock. These variations are also consistent in younger listeners preferences, reflecting the older profile of AM listening. These factors are taken into account in our music programming policy for the AM and FM services.

Audience Satisfaction

The survey asked listeners to each station how satisfied they were with the programmes on BBC Radio Kent, Invicta FM and Invicta AM. Unsurprisingly, overall satisfaction among existing listeners was quite high. More significantly, dissatisfaction among secondary listeners (those for whom a station was not their most listened) was greater for Invicta's services than for Radio Kent. That unsatisfied listeners may listen none the less is explicable. Respondents were also asked about what may be called "default" listening - 61% of Invicta AM listeners, 53% of Invicta FM listeners compared with 36% of Radio Kent listeners agreed that they often listened because no other radio station offered what they really wanted to hear.

Likely Listening

87% of those surveyed said that they listen at least occasionally to FM and 41% at least occasionally to AM - 10% did not know. Exclusive FM listening was highest among younger listeners - 77% of 15-24's and 52% of 25-34's. Nevertheless, 37% of all respondents said they would be likely to listen to EKR's proposed AM service - support was above average among all age groups over 35, especially listeners aged 55-64 (68%). 80% of all respondents stated they would be likely to listen to the proposed FM service, spread nearly evenly across all age groups and above average for groups between 25 and 54.

Listening Choice

The complementary AM and FM services proposed by EKR have also been designed to appeal to all listeners in East Kent and to offer them a wider choice of listening than at present. The

listeners surveyed in the area believe that EKR will succeed in this aim - 59% of all listeners surveyed (63% of those likely to listen to EKR-AM and 65% of those likely to listen to EKR-FM) agreed that the proposed services would widen their choice of listening compared with Invicta's existing services. Significantly, 59% of those surveyed who presently listen to Invicta also felt that EKR's services would offer them a wider choice of listening.

24. SIZE AND COMPOSITION OF AUDIENCE

What size of audience is expected, over the course of one week? Provide estimates of actual numbers of listeners, and/or 'weekly reach' as a percentage of the adult population of the licence area, together with the anticipated average weekly hours of listening. Will the service aim to appeal especially to particular groups within the population, either in terms of tastes and interests, or demographic characteristics (e.g. certain age-groups)? If so, state which, with any supporting evidence, and provide estimates of reach and average weekly listening hours among these groups.

- As shown in our revenue forecasts, we project that EKR will attract the following listening:
- AM: A wide audience, especially listeners over 35, achieving 12% reach and 8.5 average hours in Year 1, rising to 15% reach and 9.5 hrs in Year 2 and 18% reach and 10.5 hrs in year 3.
- FM: A broad audience of listeners of all ages, notably aged 15-54, achieving 30% reach and 11 hours average listening in Year 1, rising to 33% reach and 11.5 hours in Year 2 and 35% reach and 12 hours in Year 3.

EKR has adopted prudent assumptions throughout its business plan, including projections for reach and average hours. We believe there to be scope for further improvement on these audience figures. The table below indicates our estimates, based on the business plan assumptions, of the reach, average hours and share of listening in Year 3

EAST KENT RADIO - ESTIMATED LISTENING BY DEMOGRAPHIC GROUP						
TSA = 596,000	Total	15/24	25/34	35/44	45/54	55-Plus
EKR-AM						
Reach 000's	107	10.1	16.2	22.3	20.2	38.8
Reach %	18.0	10.5	15.0	22.5	20.5	20.0
Avg. Hours	10.5	7.5	9.0	11.0	11.5	11.0
Share %	10.2	4.0	7.5	11.4	12.3	13.6
EKR-FM						
Reach 000's	209	58.2	58.8	42.6	31.4	18.1
Reach %	35.0	60.0	54.3	43.0	31.8	9.3
Avg. Hours	12.0	12.5	13.0	13.5	10.5	6.0
Share %	22.7	38.4	39.4	26.8	17.5	3.4
Combined Share %	33.0	42.4	46.9	38.3	29.8	17.0

25. EXPECTED AUDIENCE, RELATIVE TO THAT FOR EXISTING SERVICE

In what way(s) does the applicant expect to achieve an audience which is different in size and/or composition from that attracted by the existing ILR service, for which the licence is now being re-advertised? To what extent, and in what ways, does it believe that existing audience figures can be improved upon?

Examination of RAJAR data for the Kent area as a whole shows that Invicta FM attracts a core audience (60% of hours listened) among listeners aged 15-34, notably with 62% reach among 15-24's. Its AM audience is concentrated among listeners aged 35-54. There is a substantial overlap between the services amongst 34-44 year olds, whilst older listeners, particularly those

over 55 who constitute over 30% of the population, are evidently under-served. Our survey of listeners in East Kent confirmed the general pattern of listening to Invicta.

By providing the balance of both music and speech programming on AM and FM that listeners told us they wanted in our research, EKR will broaden the choice of programmes for listeners and attract a more even spread of listeners across all age groups, notably by including older listeners presently under-served. We project that EKR will maintain and slightly increase the listening share of the FM service and significantly improve on the present AM performance. As a result, we project that the combined listening share of the services will increase.

INVICTA - RAJAR 1994 Q4								
TSA = 1,245,000			Total	15/24	25/34	35/44	45/54	55-
Plus								
INVICTA FM								
Reach %			32.8	61.7	49.6	39.6	28.6	
	7.9							
Avg. Hours			12.4	13.7	12.1	15.5	9.4	6.4
Share %			22.1	42.9	33.5	28.5	14.1	
	3.1							
INVICTA SUPERGOLD								
Reach %			12.0	11.4	13.7	16.4	20.4	
	4.9							
Avg. Hours			10.1	5.0	8.0	17.1	7.9	11.3
Share %			6.5	2.9	6.1	13.0	8.5	
	3.4							
Combined Share %			28.7	45.8	39.6	41.5	22.5	6.5

26. LOCAL SUPPORT FOR THE APPLICANT

Are there any organisations, prominent individuals, etc. who have lent particular support to this application? If so, list these, and briefly describe any practical involvement or assistance that has been provided in preparing the application, and/or would be available once the station is broadcasting.

(Note: One copy only may be submitted of any significant letters in support of an application).

EKR has received a large number of spontaneous suggestions and letters of support, a selection of which are supplied as a separate annex.

The following list of letters give an indication of the type of response received:

Adscene Newspapers	Hollis Motors
Aitken, Jonathan, MP	King Partnership
Ashford Borough Council	Latham (Listener)
Blackall (Listener)	Mobile Phone Centre
Bradleys Solicitors	Navico Limited
Brett & Sons Limited	P & O European Ferries
Cadier (Listener)	Parliamentary Monitoring Services
Canterbury City Council	Quirk, Piers
Canterbury Motor Company	Ricemans
Dawson Holdings plc	Shepway District Council
Denne Construction	Shepway Writers
Dover College	Simon Edridge Associates
Fell Reynolds	Southern, Chris
Finn-Kelcey & Chapman	
Gale, Roger MP	

27. LOCAL INVOLVEMENT BY THE APPLICANT

Describe any activities so far undertaken by the applicant to generate local interest and involvement in its proposals.

A successful competition was launched in the local press giving people the opportunity to suggest a new name for a radio station dedicated to East Kent. A CD player was offered as a prize for the most innovative suggestion. There was a very encouraging response, fully recorded in a data base which is now being used to further inform local individuals about our programming proposals.

Prominent advertisements were placed in Adscene and all Kent Messenger Group newspapers covering the East Kent Area. The 'LOCAL RADIO THAT WANTS TO LISTEN TO YOU' campaign being specifically designed to effectively canvas local opinion on what they really want to hear. A selection of replies from the continuous and strong on-going response to this campaign can be found in the local support annex.

Over 150 known contact from Chambers of Commerce, Local Government, Educational Establishments, Local Businesses both large and small, and prominent individuals in the area have been notified of our proposals and invited to comment and contribute. A selection of letters can be found in the local support annex.

28. AUDIENCE RESPONSE

By what means would the station plan to keep in touch with the views of its listeners, and obtain local responses and reactions to its service?

EKR has grown out of the East Kent community and will make special efforts to stay close to our listeners, playing a full and active part in the local community both on and off air. In particular **EKR** will:

- Invite listener comments on local issues throughout the **EKR AM** programming.
- Include a number of interactive programme elements in the **EKR FM** programming, allowing listeners to request songs, make dedications and take part in competitions.
- Conduct regular follow up audience surveys through an independent research company.
- Conduct regular polls of local opinion on current issues.
- Establish a listeners' panel to regularly review the **EKR** output.
- Participate fully in community activities and organise regular off-air initiatives throughout the area.
- Maintain regular contact with local councils, business leaders, community organisations and the like.

SECTION IV : FINANCE

IMPORTANT NOTE: Financial information which may be regarded as commercially sensitive (e.g. for listed companies) may be submitted in a confidential appendix (twenty copies should be provided) without the need for specific agreement to be obtained in advance from the Authority. This applies only with regard to questions 30, 41, 42 and financial forecasts at question 43, within the following section of the application document.

29. SUMMARY OF BUSINESS PLAN

Summarise the main assumptions underpinning the applicant's business plan - e.g. trends in audience share and advertising revenue (and the relationship between them), taking into account expected radio developments and competition from other media; radio marketing policies; radio ownership patterns, and the applicant company's own business development strategy; etc.

Note: If application is being made for licences on both AM and FM wavebands, the business plan should be based on the assumption that both will be successful. However, the applicant should show, at Q.43 of the application, the anticipated effects upon its business plan and financial forecasts if awarded only the AM or the FM licence, assuming that the existing licensee or another applicant were to be awarded the other licence.

1. Introduction

The aim of the promoters of East Kent Radio is to provide a viable locally based business which serves local needs and provides greater listening choice. Professionalism in all areas of operation will be key -key to ensuring that programming is attractive to the listeners, key to ensuring that costs are tightly controlled and key to ensuring that commercial revenues are maximised within the context of the promised programming.

Programming, which is at the heart of all radio operations, has been designed to provide distinct FM and AM services to reduce the overlap of the existing services and extend the range of listeners.

The strategy is based on both quantified market research and the expressed opinions of those who know East Kent, who know that East Kent wants its own service. The assumptions contained in the business plan are prudent, particularly the assumption that in the first two years of operation the reach and hours may be less than Invicta's existing performance.

The operation has been structured as a core FM station with AM add-on : accordingly we do not consider AM alone to be a viable operation and therefore figures for this are not presented.

2. The Market

The radio listener has never been presented with so much choice before - with the advent of three national commercial services to complement BBC national and local services there is now a genuinely wide range of services available in most areas, and correspondingly greater sophistication amongst the listeners. One of the results of this will be increasing dissatisfaction with services which are not differentiated and which will lose out. More is expected from the radio stations of the late nineties.

3. Ownership of Radio

Despite the trend of consolidation in the radio industry with a few large companies becoming dominant we believe that the listener is not always best served by this process. Against the merits of strong financial backing can be placed the much greater advantages of local ownership - not exactly radio by the people for the people but radio by the people who understand and are part of the local people. This feature of East Kent Radio's proposals is one which every respondent has endorsed.

4. East Kent Audience

Kent appears to be lagging behind other parts of the country in that the BBC Radio 1 and local services enjoy higher market shares than elsewhere. Although disaggregated figures are not available we suspect that this effect may be increased in East Kent which is beyond the reach of London stations, unlike some other areas of Kent. In Kent BBC Radio achieves 65% reach compared with 59% nationally - there is scope for improvement of the performance of commercial radio. This will not be achieved by a Kent wide radio which fails to differentiate between "planet Thanet" and the commuters of North and West Kent.

Our projections of reach and hours are modest for the first two years compared with the existing performance with the station reaching its potential only in the third year. Since this is not a new licence area the projections for FM may appear over cautious, even for a new venture, but take into account the possibility of a Kent coast licence, a possible resurgence of Radio 1 and the probability that Invicta's performance will fall off towards the end of its franchise period. The AM projections start from an existing low base, again reduced for reasons of business prudence, but rise within three years to the sort of market penetration that is being achieved by similar format stations elsewhere.

5. Revenue Trends

The 50% increase in radio revenues over the last two years has been both astonishing and predictable. Astonishing because growth has been spectacular as recession has receded and predictable in that it had to happen some time. The performance of commercial radio in the

UK, the two per cent medium, has been way behind its potential for so long compared with radio in USA and in other European countries. With the RAB's September 1996 revenue target of £180M already achieved the industry is now beginning to make agencies and advertisers understand its true worth. The Henly Centre forecast of 5% of national advertising expenditure by 1999 looks realistic. These are circumstances in which local radio can blossom and not circumstances in which two licence areas should be amalgamated!

In assessing revenues realistic costs per thousand, somewhat below national averages, have been adopted together with the modest real increase rate of 1.5% per annum.

6. Marketing and Sales

Clearly, a market already exists in East Kent for local advertising in addition to advertising derived nationally. We have discussed our proposals on the latter with Independent Radio Sales who are keen to work with us. The local market is one which we believe can be grown, especially by nurturing the "local" concept and providing entry level experience in a single sub-area for inexperienced advertisers. We will not neglect those advertisers who wish to continue advertising on a Kent wide basis and expect to set up a joint arrangement with the winners of the West Kent licence to accommodate this. Sales will be the direct responsibility of the Station Manager who will be the authority on all commercial matters including contra deals and sponsorship.

Establishing the identity of the station will be crucial and substantial sums have been included in the budget for the launch and initial marketing.

7. Operations

The operation of the station will take advantage of the state of the art technology including a digital playout system with a four-way split. However, the aim is not to create an automated station but to create an operation in which the human resources are dedicated as far as possible to the programmes and the commercial operation. Multi-tasking will be the order of the day with relatively well paid staff being expected to fulfil more than one role and provide cover for absences. The news and sales operations will be sub-regionalised and a self-financing profit sharing scheme will be introduced for all employees.

8. Pre-Operations

This is the most important period in the operating plan: the ideas will be concretised, the strategies turned into policies and the foundations of success laid during this period. The time between the expected award of the licence in September 1995 and the start of broadcasting will be too long to set up a shadow operation - money would be wasted -but it is planned to set up an office, an enquiry point, as from 1.1.96. During the first six months of 1996, the Directors, particularly the three Executive Directors, will develop and refine their plans. For the second half of 1996 these three senior staff, i.e. the Station Manager, the Programme Controller and the Engineering Director/FD will be in post. During this period they will manage the physical setting up of the station, recruit the staff, set up the business systems, make contact with advertisers and sponsors, and structure the programming. During this period the links with local bodies will be formalised, the specialist correspondents selected and the major contracts concluded. The final month, December 1996 will be devoted to trial running.

9. Future Development

East Kent Radio Limited has been set up to serve a local need. Whilst this application is in respect of an eight year licence period the ambition of the promoters is to create a radio station which, by virtue of its performance is serving the people of East Kent, will be the natural choice to continue. Accordingly, the board intends to focus its energies and resources in the development of radio in East Kent.

30. **FINANCIAL FORECASTS AND ACCOUNTS**

a. **CASH FLOW FORECASTS**

Provide cash flow forecasts, laid out according to the categories given below. Figures are required for the pre-operational period and for the first three years of broadcasting. For each of the first three years on air, provide figures for each quarter and for the year in total. Provide appropriate details of assumptions used in the preparation of the forecasts (e.g. length of pre-operational period, copyright rates, debtors' days, etc.). These forecasts may be provided either as part of the main application document, or on separate schedules as an appendix to it; whichever approach is preferred, twenty copies should be submitted.

Please see separate Financial Annex

b. **PROFIT AND LOSS ACCOUNTS**

Provide summarised forecasts of profit and loss accounts, using the headings below, for the pre-operational period and for the first three years of broadcasting.

Please see separate Financial Annex

c. **BALANCE SHEETS**

Provide summarised forecasts of balance sheets, using the headings below, as at the on-air date, and for the first three years of broadcasting.

Please see separate Financial Annex

31. FINANCIAL REQUIREMENTS AND SOURCES

Provide details of total funding requirements and how these will be met under the following headings:

	<u>£'000</u>
(i)Capital expenditure (including capital value of leases)	636
(ii)Other pre-operational expenditure	615
(iii)Working capital (at on-air date)	<u>541</u>
TOTAL:	<u>1,792</u>

Detail the sources of finance to meet these requirements:

(i)Share capital	1,200
(ii)Loan stock/medium term borrowing	N/A
(iii)Leasing/HP facilities (capital value)	292
(iv)Bank overdraft	300
(v)Grants and donations	N/A
(vi)Other (please specify)	<u>N/A</u>
TOTAL:	<u>1,792</u>

32. FIXED ASSETS

Provide a summary of tangible assets, as at the on-air date, categorised under the headings of fixtures and fittings, studio equipment, transmitter equipment, vehicles and other assets. Show the level of assets financed by leasing (or similar) arrangements within each category, and indicate any assets brought in at nil cost.

	<u>£'000</u>	
Building Works	95	
<u>Add Contingency</u>	<u>30</u>	
	125	
Technical equipment	286	(£150 Leased)
Office equipment	83	
Motor vehicles	<u>142</u>	(£142 Leased)
Total £	<u>636</u>	

NOTE TO APPLICANTS: Among the following questions, complete only those which are appropriate to the applicant's chosen method(s) of funding; if not applicable, mark 'N/A'.

33. SHARE CAPITAL

Classes of share capital:

	Number	Par Value	Issue Price
Ordinary Voting Shares:			
Founders:	300,000	10p	10p
Investors:	1,170,000	10p	100p
Total Voting Shares:	1,470,000		
 Issue Share Capital:			<u>£1,200,000</u>

34. LOAN STOCK

If loan stock is to be issued, state the amount, coupon and redemption/conversion terms.

N/A

35. PROPOSED INVESTORS

Set out details of all voting shareholders (excluding any nominal membership shares), and holders of non-voting shares and loan stock, distinguishing clearly between these categories, and also showing beneficial owner(s) if not the same. (Further pages may be added, or the layout altered, if necessary).

Investors List

<u>Shares</u>	<u>Address</u>	<u>Amount</u>	<u>% total</u>	<u>% voting</u>
---------------	----------------	---------------	----------------	-----------------

Founders @ Par

M.J. Hemingway	[FURTHER DETAILS REMOVED FOR PUBLICATION]			
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Prog. Controller

D. Leutner

P. Leutner

M. H. Carr

J. Benn

J. Bird

A de Gelsey

K. Rawlings

Kent Messenger

R. Sturt

Investors @ £1.00

Kent Messenger

Adscene Ltd.

Angels in Radio

J Bird

A de Gelsey

A Gemmell-Smith

M.J. Hemingway

<u>Investors</u>	<u>Address</u>	<u>Amount</u>	<u>% total</u>	<u>% voting</u>	<u>Shares</u>
P Leutner	[FURTHER DETAILS REMOVED FOR PUBLICATION]				
K Rawlings					
Smye Rumsby					
D Smith					
R Sturt					
Prog. Controller					
D Leutner					
J Benn					
Lord Berkeley					
D Hedges					
P Quirk					
	<u>TOTALS</u>	£689,000	57.42%	56.24%	959,000
Balance:		£511,000	42.58%	34.76%	511,000
(to be confirmed by 31/05/95)					

Written conformations are appended (one copy only).

NOTE TO APPLICANTS: The Authority will wish to be reassured that reasonable evidence can be provided of bona fide investors, before granting a licence. Written confirmation of agreement in principle should be submitted from all proposed investors (as listed above) of more than 3% of the applicant's total financing, covering in particular the amount to be invested, the percentage shareholding, and any preconditions to making this investment.

IF THIS APPLICATION IS SUCCESSFUL, THE AUTHORITY WILL THEN REQUIRE CONFIRMATION THAT THE NECESSARY FUNDING IS UNCONDITIONALLY IN PLACE, WITHIN 28 DAYS OF THE OFFER OF LICENCE BEING MADE.

36. METHOD(S) OF RAISING CAPITAL

Describe briefly the method(s) by which share/loan capital is to be raised (e.g. whether a prospectus will be issued, and the timescale involved). Give details of any proposal to have share capital publicly quoted.

Commitments in respect of 100% of the shares to be issued at 10p per share fully paid have been received from the Founders of East Kent Radio Ltd.

'Founders' shares will be issued fully paid directly the company is awarded the licence, and are 100% fully committed.

To date commitments for 56% of the shares to be issued to 'Investors' at 100p per share fully paid (totalling £659,000) have been received from individuals and companies in East Kent. Further commitments are being received on a daily basis and the Directors are satisfied that commitments for the balance will be received by 31 May 1995.

Dependent upon the number of commitments from 'Investors' and their size the Directors will decide after taking advice whether or not the issue of a prospectus is necessary.

The Directors propose to issue 'Investors' shares as soon as practical after the award of the licences. On application 50% of the issue price will become payable. The remaining 50% will be called up in September 1996.

The Directors intend to apply for Inland Revenue clearances to issue shares eligible for tax relief under the Enterprise Investment Scheme.

'Founders' and Investors' shares will rank pari passu in all respects.

37. OTHER LOANS

If appropriate, give details of lender, interest rate and repayment terms.

N/A

38. BANK FACILITIES

Provide details of bank facilities or other credit arrangements which exist or are planned, including evidence of confirmation from the lender(s), of:

- i) Terms of borrowing (repayments, covenants, etc.);
- ii) Securities given and/or charges against the company;
- iii) Lenders and any guarantees provided.

Lloyds Bank plc, Ashford have conditionally agreed to extend **East Kent Radio Ltd.** a £300,000 overdraft facility - a copy of their facility letter is included within the Financial Annex. It is envisaged that in the short term **East Kent Radio** will use about 50% of the available facility. The balance has been negotiated solely to allow for any adverse sensitivities in revenue or cost assumption.

Lloyds Bank plc have also offered through their leasing subsidiary Lloyds Bowmaker leasing facilities amounting to £150,000 for **East Kent Radio Ltd.**

39. GRANTS AND DONATIONS, ETC.

If it is planned to use alternative or additional sources of funding for capital expenditure (i.e. other than share capital or loan stock), list these below. Mention any preconditions regarding the purpose or use to which these may be put. (Note: Applicants' attention is drawn to guidelines on funding by public bodies).

N/A

NOTE TO APPLICANTS: Written confirmation of agreement in principle should wherever possible be submitted from proposed sources (as listed above) of more than 3% of the applicant's total financing.

40. OTHER INTERESTS

Details are required of the involvement by the applicant and its participants (including shareholders or other subscribers of more than 5% of the applicant's total funding requirements) in any of the activities listed below, and the extent of the interest. For these purposes, the applicant includes associates of the applicant (i.e. directors and their associates and other group companies).

- a) Advertising agencies;
- b) Non-EC interests;
- c) Newspapers (including holdings in a group having substantial control over one or more newspapers);
- d) Other broadcasting interests (including radio, television, satellite and cable broadcasting, and allied activities);
- e) Bodies whose objects are wholly or mainly of a religious nature;
- f) Bodies whose objects are wholly or mainly of a political nature;
- g) Local authorities;
- h) Other publicly-funded bodies.
 - Kent Messenger Ltd. publish newspapers throughout Kent.
 - Adscene Ltd publish newspapers in East Kent.
 - Mr A Gemmell-Smith is principal shareholder of Alice Soundtech Plc. and Broadcast Designs Ltd. which manufacture broadcast equipment and provide technical services to broadcasters. He is a minority shareholder in Angels in Radio, Chairman and a substantial shareholder of Kent and Sussex Radio Ltd.. Alice Soundtech Plc. is a minority share holder in Wessex FM.
 - Peter Leutner's interests are disclosed within his details given in answer to question five.
 - David Leutner's interests are disclosed within his details given in answer to question five.

41. ADVERTISING REVENUE

Provide forecasts of net advertising revenue (showing gross revenue, less agency commission and discounts) for each of the first three years of the licence period, including the anticipated split between local and national revenue. Detail the arrangements proposed for the sale of advertising airtime, and how annual revenue from advertising has been calculated. In particular, detail the population coverage assumed, audience reach and average weekly listening hours for each year, percentage of airtime sold, ratecard tariffs, etc. If advice has been obtained from sales agencies, consultants, etc., please state source(s). A draft advertising ratecard should be included.

Attached schedules for FM and AM show how respective revenues are derived including the split between local and national revenue as well as TSA, reach and hours, percentage of inventory sold, costs per thousand, agency and national sale house commissions.

Revenues:	Year 1	Year 2	Year 3
FM	£1,130,000	£1,471,000	£1,803,000
AM	£ 234,000	£ 406,000	£ 645,000

Selling the Airtime

It is anticipated that national advertising will be derived from a national sales house and discussions have been held with Independent Radio Sales. A strong local sales team will be recruited with a representative in each sub-region. Sales will be made by direct contacts and by telephone - existing Invicta advertisers will be targeted as well as a broad range of local businesses and selected businesses in Nord Pas de Calais.

TSA

The TSA assumed is 596,000 which is the current RAJAR survey area.

Weekly Reach/Hours

On AM the reach is projected to grow from an initial 30% which is discounted from the current performance to take into account the change over and possible inroads by a Kent Coast licence to 35% in Year 3 reflecting established popularity of the programming.

On FM the initial reach assumption is a very modest 12% rising to 18% in Year 3 as the service becomes established.

Assumptions on average listening hours follow those for the reach.

Inventory Sold

We have assumed up to 9 minutes per hour throughout a 16 hour effective advertising day giving a total of 2016 30-second spots per week.

For FM the percentage of inventory sold is forecast to rise from 40% in Year 1 to 50% in Year 3, again reflecting a semi start-up situation and reasonable caution.

For AM the percentage sold is forecast to rise from 35% in Year 1 to 45% in Year 2 reflecting the lower popularity of AM.

Calculation of Impacts

In the modelling of revenues for both FM and AM the potential number of impacts has been reduced by 10% on the basis that some listening will take place outside the effective advertising day that we have chosen to adopt. Any revenues from the sale of advertising outside the effective day will be additional to current projections.

Cost per Thousand

Estimated CPT's in the industry are between £1.50 and £1.60 from national advertising. We have prudently adopted £1.40 for FM even though residents of East Kent have relatively high disposable incomes. We have discounted this further for AM to £1.25.

Local sales are normally by negotiation rather than being calculated from the CPT but generally yield a higher net average CPT than national sales. Although exact figures are not available we understand that Invicta, as well as neighbouring Southern FM, presently achieves CPT's on local sales encouraging between £2.10 to £2.20. We have adopted £2.05 for FM and again discounted AM to £1.55. We have projected an annual real increase in CPT's of 1.5% per annum.

EAST KENT RADIO - RATECARDS

EKR - FM DRAFT RATECARD			
Ex VAT			
	Mon-Fri	Sat-Sun	Spot
Price (30")			
Breakfast	06h-10h09h-12h		70.00
Morning	10h-15h06h-09h		55.00
Afternoon	15h-19h12h-19h		40.00
Evening	19h-24h19h-24h		25.00
Night	24h-06h24h-06h		10.00
Daytime	06h-24h06h-24h		40,00

EKR - AM DRAFT RATECARD			
Ex VAT			
	Mon-Fri	Sat-Sun	Spot
Price (30")			
Breakfast	06h-10h09h-12h	25.00	
Morning	10h-15h06h-09h	18.00	
Afternoon	15h-19h12h-19h	13.00	
Evening	19h-24h19h-24h	8.00	
Night	24h-06h24h-06h	5.00	
Daytime	06h-24h06h-24h	12,50	

OTHER COMMERCIAL LENGTHS						
Length		10"	20"	30"	40"	50"
	60"					
Factor		0.5	0.8	1.0	1.3	1.5
	1.6					
Commercials over 60"		Pro-rata to 60" rate				

PACKAGES
A range of attractive packages (1 week, 4 weeks, 13 weeks, etc) will be developed for each service. Further packages will be offered for advertisers wishing to benefit from campaigns on both services.

42. REVENUE FROM SPONSORSHIP, CO-FUNDING OR OTHER SOURCES

Provide forecasts of net income (showing gross income, less deductions for commission, etc.), and basis on which it has been calculated, from sources other than the sale of advertising airtime, for each of the first three years of the licence period.

The foregoing revenue schedule shows our projections for sponsorship and other revenues, in addition to net advertising revenue

Sponsorship has been included as 10%, 15% and 17% of NAR for the first three years of each station. Based on our meetings with potential advertisers, we are confident that our programmes will attract considerable sponsorship interest.

EKR will make arrangements to accommodate small businesses and traders with a 'Small Ads' scheme. This is not expected to make a substantial contribution to overall revenue and has been assumed to be zero in the revenue calculations but will bring radio-advertising within reach of this small scale but important business sector. It is proposed that this take the form of an insert to a 'billboard' compilation advertisement slot, targeted locally using our four individual transmitter frequencies on FM - targeting to match the scale of the business.

Over time we expect that EKR's off-air promotions, notably utilising our outside broadcast equipment, will make a contribution to revenues. For the purposes of the business plan we have assumed that such operations will only be self-liquidating and so have included no additional revenue. The capital cost of the outside broadcast equipment required has been included.

Small additional revenues have been included for commercial production and merchandising. These are mostly off-set by related costs.

43. **EFFECTS OF OBTAINING LICENCE ON ONE WAVEBAND ONLY**

IMPORTANT NOTE: This question should only be answered if the application is for licences on both AM and FM wavebands (see Q.3); otherwise mark 'N/A'.

Outline anticipated effects on the business plan if the applicant were to be successful in obtaining a licence to broadcast on one waveband only (AM or FM; describe separately for each waveband, if appropriate). What are the implications for the scale of the applicant's operation, including any adjustments to the programme service proposed for the remaining waveband, reductions and/or restructuring of staff, and upon expected costs and revenue? Provide a full rationale for all adjustments anticipated.

If necessary, revised financial forecasts to illustrate the anticipated effects of obtaining a licence to broadcast on one waveband only may be submitted, either as part of the main application document or as an appendix to it; whichever approach is preferred, twenty copies are required.

The anticipated effects on the business plan should **East Kent Radio** be successful in obtaining only the FM franchise are disclosed within the financial annex under section c.

Within the financial projections capital expenditure, pre-operational expenditure and the cost of running the AM franchise have been treated as an "add on/extra" to the costs associated with the FM franchise.

East Kent Radio will not accept the AM franchise on a discrete basis.

SECTION V : ENGINEERING

IMPORTANT NOTE: If applicant is applying for licences on both AM and FM wavebands, the following questions should be answered separately for each, as appropriate.

44. TRANSMISSION SITE

Is it proposed to locate the transmitter and the mast/aerial at the same site as used by the existing licensee? If yes, answer a) below. If the applicant proposes to use a site other than that used at present, answer b).

a) Existing site

Provide outline description of existing transmission site, to demonstrate familiarity with present arrangements. Has the applicant entered into negotiations with the owner/operator of the site (state who this is), regarding arrangements for new licence period if successful in licence application? If so, provide details; if not, state what arrangements are anticipated (and show how these have been incorporated in financial forecasts). (NOTE: This information may be provided separately, in confidence, if necessary).

AM

We propose to operate from the existing site at Littlebourne (NGR TR203590). Maximum total ERP from this site is 100W during the day and 400W during the night. The frequency is 603kHz with a mast height of 82 meters AGL. The site is owned and operated by NTL. We have approached NTL who have offered to supply the transmission service on a Total Broadcast Contract (TBC) basis.

FM

We propose to operate from the four existing FM transmission sites. The main transmitter is at Dunkirk, near Canterbury (NGR TR078590). Total ERP is 1kW (500W per plane), on a frequency of 102.8MHz. The mast height is 97 meters AGL.

There are three lower power transmitters which provide coverage to the areas of Ashford, Dover/Folkestone and Thanet. For Ashford, the site is at Wye (NGR TR066472). Total ERP is 250W (125W per plane), on a frequency of 96.1MHz. The mast height is 37 meters AGL. The site for Dover/Folkestone is at Church Hougham (NGR TR274397). Total ERP is 500W (250W per plane), on a frequency of 97.0MHz. The mast height is 100 meters AGL. The site for Thanet is at Westwood (NGR TR366678). Total ERP is 270W (135W per plane), on a frequency of 95.9mHz. The mast height is 48 meters AGL.

These sites are owned and operated by NTL. We have approached NTL who have offered to supply the transmission service on a TBC basis.

b) Alternative site

Provide full details of proposed site, including its location (with National Grid reference), its ownership and present use, actual aerial pattern and radiated power level proposed. State reason(s) for selecting this site. Confirm that investigation has been made of capacity of this site to accommodate proposed use, giving details of what has been learnt. How does expected coverage compare with that achieved from the existing licensee's transmission site?

East Kent Radio may wish to consider alternative sites and/or suppliers (such as SBS or Alice Soundtech plc). Any decision would be made purely on the basis of transmission system performance and economics and would be subject to approval from the Radio Authority.

45. TRANSMISSION EQUIPMENT

On a separate sheet, list principal items and configurations of proposed transmitter equipment, including aerials (with their associated gain). Give maximum power output capability of transmitter. If new transmitter installation will be required, state who within applicant group will be responsible for supervising or undertaking this (and for ensuring compliance with Authority's engineering code), and if an outside contractor will be employed, who this is. Show how capital or leasing costs of transmitting equipment, including any necessary building works, etc., and other installation costs, have been incorporated in financial forecasts (Section IV).

It is currently envisaged that the transmission equipment will be supplied by NTL. The installations will be solid state with redundancy protection. The redundancy will be provided by duplicate power amplifiers, drives and program input equipment. A transmission availability of at least 99.8% per year is expected. The costs of the transmission arrangements are included in the operating costs. The transmitter sites will include standby generators or alternative electrical supply.

All four transmitters will provide an RDS service. We are keen to implement the RDS travel service functions and possibly also dynamic radiotext. When any of the transmitters is supplying local programming the RDS automatic tuning system would be disabled by modifying or removing the appropriate RDS alternative frequency lists and modifying PI codes.

Each transmitter will incorporate protection systems to ensure compliance with Radio Authority specifications, including deviation limiting systems to prevent overmodulation under any program input conditions. Telemetry systems will be included to enable remote monitoring of important transmitter parameters.

We are particularly keen to investigate the digital audio broadcasting (DAB) system for transmitting the programming of our two main services. We would envisage providing a DAB service as early as possible within the duration of our licence term and would be keen to share costs with other local broadcasters (BBC and independent).

46. TRANSMITTER MAINTENANCE

Describe proposed arrangements for transmitter maintenance and repair. If use of an outside contractor is proposed, summarise previous experience in this role. If it is planned to use in-house resources, indicate test equipment available, and show how important parameters of the signal will be monitored and controlled.

NTL will monitor, maintain and repair the transmitters as required under the terms of a Total Broadcast Contract.

47. STUDIO LOCATION

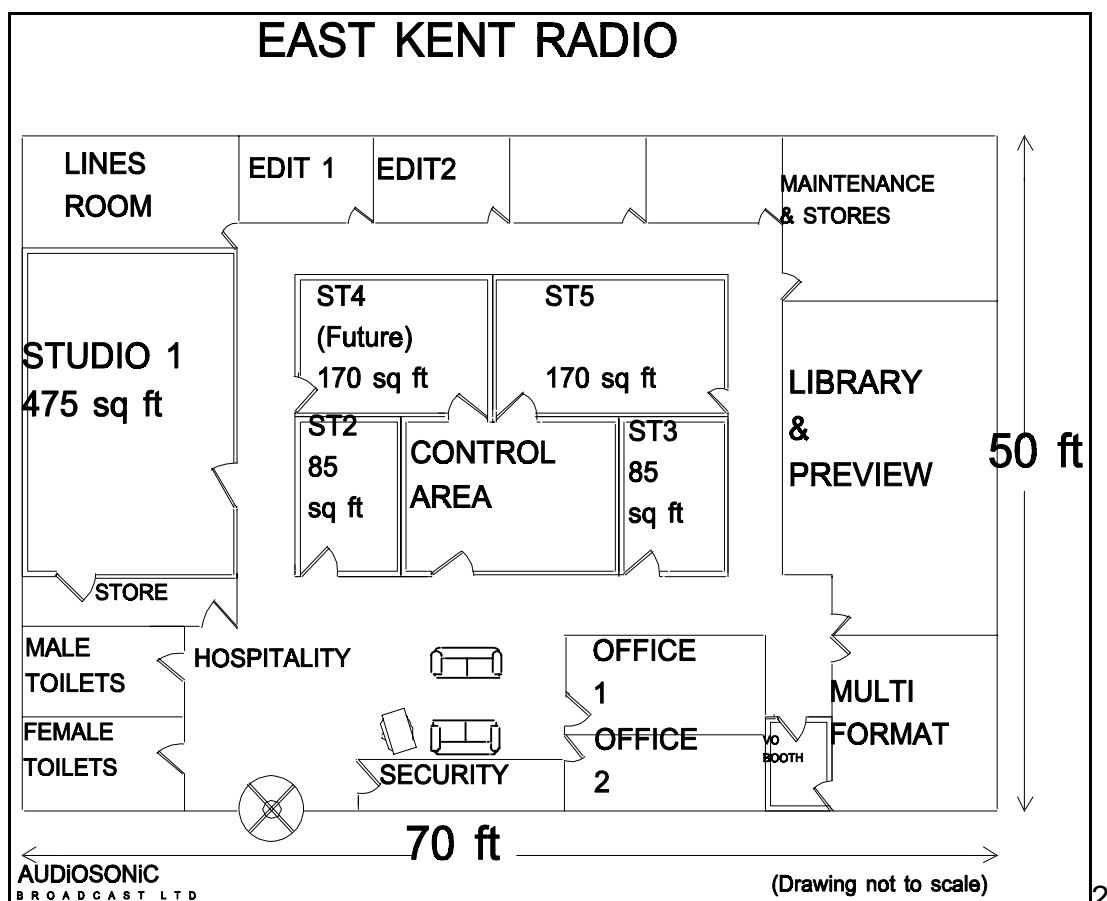
What is the proposed location of the studio(s)? If premises have already been obtained or earmarked for use, please give the actual address, and describe the present use of the property. Is it shared with other occupants; if so, who are they? What is the current status of any plans to acquire the use of these premises? If no specific premises are proposed, describe in general terms the district and type of location that will be sought.

We have identified a possible studio location in Canterbury. Negotiations have been initiated with the vendor, John Sullivan through his Agents, Cluttons. The premises are situated in the south east of the town, just outside of the City wall at 20 Love Lane, Canterbury, Kent. Currently the building is being used for furniture storage. The accommodation includes a basement of 1130 Square feet, a ground floor of 4030 Square feet (suitable to contain our studio plan layout) and a first floor area of 3640 square feet. The premises are not occupied by any tenants and subject to a proper survey including any potential "noise" pollution, and Canterbury Council approval for change of use, we will consider leasing this property.

48. STUDIO LAYOUT

On a separate sheet, provide a rough scale plan of the studio(s), technical areas and other principal rooms, indicating approximate dimensions. State whether this is based on an actual property, or is a theoretical plan. Please add any further technical information about studio proposals that may be relevant. (Note: The Authority does not require details of studio equipment or acoustical treatment proposed).

Identified possible premises: "Latimers", 20 Love Lane, Canterbury, Kent.



This is a theoretical studio plan as we have not yet received architects' plans for our possible premises at Love Lane. Disabled access to the studio complex will be incorporated by installing ramps and a service lift.

This schematic shows that for the space available we have engineered up to 5 Studios (2 future) into the design. In our business plan we have a budget for 3 "On Air" Studios, the larger studio shown will be allocated for our AM Programming.

49. STUDIO INSTALLATION AND MAINTENANCE

Who within the applicant group will have responsibility for supervising studio installation? Will installation be undertaken in-house, or by use of outside contractor; if the latter, state who (if known) and summarise previous experience. Indicate what allowance has been made for anticipated costs of building construction and/or modifications, purchase and installation of equipment, and project management within financial forecasts in Section IV. Outline arrangements for ongoing maintenance and repair of studio equipment.

We intend to contract Alice Soundtech Plc to design, build and install the technical equipment for our studios. Recently, Alice were responsible for the Virgin Radio and Country 1035 AM installations and we believe the Radio Authority are aware of the Company's experience in such matters.

We also intend to use Alice to design and build our acoustic rooms. The company have recently built such rooms for Radio Mercury, (Guildford), Country 1035 AM (London), Virgin Radio (London) and have designed and overseen many other acoustic installations at home and abroad.

It is intended to put the maintenance of our studio equipment in the hands of Alice Soundtech Plc on a contract basis. The company are already operating a similar service to other broadcasters, including three of the national services - Virgin Radio & Talk Radio UK. Other stations covered by contract maintenance include Radio Mercury, LGR, Spectrum Radio & Country 1035 AM. The contract on offer includes regular preventative maintenance visits together with round the clock telephone support and call out facilities. Their mobile engineers are fully equipped with the necessary tools and test equipment and the contract also includes all spare parts.

CONCLUDING SECTION

50. READINESS TO CONSIDER ALTERNATIVES

IMPORTANT NOTE: Applicant must answer either a) or b) below, as appropriate to the licence(s) applied for (see Q.3).

- a) If this application is for licences to operate on both AM and FM wavebands, is the applicant prepared to accept a licence for a single waveband only, if this is the Authority's decision? If yes, is the applicant prepared to accept a licence for the AM waveband only, and/or the FM waveband only?

NO, not the AM band only
YES, The FM band only

- b) If this application is for one licence only, on a single waveband (AM or FM), is the applicant prepared to accept a licence for the waveband other than the one applied for, if the Authority offers this?

N/A

51. **CERTIFICATE**

Applicants are required to conclude their submission with the following certificate:-

CERTIFICATE

I hereby certify that to the best of my knowledge and belief the statements made in this application are correct. I understand that the Radio Authority reserves the right to revoke the licence if at any time any statement made is found to be false and to have been made by the applicant or any member or officer thereof knowing it to be false.

I also certify that, to the best of my knowledge, no person involved in this application has been convicted of an unlicensed broadcasting offence committed since 1 January 1989; and that I shall do all that I can to ensure that no person so convicted will be concerned in the operation of the radio station if this applicant is granted a licence.

Signed.....

Date.....

NOTES

- 1) This version [B] of the application form should only be completed and submitted by an applicant who is not the existing Radio Authority local licensee in a given area, in response to a public notice by the Authority that the licence for that area is being re-advertised. (Version [A] is designed for completion by the existing licensee).
- 2) Applications must be typed or printed, in English.
- 3) Applicants must answer all questions set out in this application form; if any question is considered not applicable, please mark 'N/A' with further explanation if necessary.
- 4) The amount of space allocated for a question should not be exceeded (unless, exceptional circumstances, this has been agreed beforehand and in writing by an officer of the Radio Authority).
- 5) Unless the Authority states otherwise in its notice of licence re-advertisement in a given area, twenty copies of the completed application form should be provided, accompanied by twenty copies of any information submitted separately in confidence (e.g. details of individuals involved in applicant group whose current employment could be jeopardised if this became known or financial information as specified on page 22 of this document).
- 6) Applicants' proposals are available for public scrutiny and comment. If an applicant wishes to submit any information in confidence (other than where the application form specifically indicates that this is permissible), confirmation that this will be acceptable should be sought beforehand and in writing from an officer of the Radio Authority.
- 7) One copy only should be submitted of any detailed audience research report, or of any significant letters in support of an application, which an applicant wishes to provide as amplification of responses to relevant questions in Section III of this application. The Authority reserves the right to request additional copies, or any other supplementary material, subsequently if required.
- 8) Each application must be accompanied by the application fee payable in accordance with the waveband and category (based on population coverage) of each licence applied for. Applicants wishing to apply for licences on both AM and FM wavebands must pay the aggregate of the two fees payable. Application fees should accompany an application, in the form of a cheque made payable to the Radio Authority and crossed 'A/C Payee'. Application fees will not be refundable in any circumstances.
- 9) Applications must reach the Chief Executive of the Radio Authority by 2.00 p.m. on the closing-date indicated in the Authority's notice of licence re-advertisement.
- 10) Failure to comply with any of these requirements may render the application liable to disqualification without refund of the application fee(s).
- 11) Further copies of this form are available from the Radio Authority's Head of Development, at Holbrook House, 14 Great Queen Street, London WC2B 5DG (tel. 071-430 2724).