



BEFORE COMPLETING THIS FORM, APPLICANTS SHOULD READ CAREFULLY THE NOTES ON PAGE 37.

SECTION I : GENERAL

1. ADVERTISED LOCAL LICENCE AREA

EAST KENT

2. a) **NAME OF APPLICANT** (This must be a single legal entity: either a body corporate or a named individual person. If the former, one copy of the certificate of incorporation must be included with the application. See notes of guidance, paragraph 1.11).

EKR COASTLINE LIMITED

- b) **PROPOSED STATION NAME(S)** (if decided)

EKR COASTLINE

- c) **BRIEF DESCRIPTION OF PROPOSED PROGRAMME SERVICE**

Provide a one-sentence "positioning statement" summarising the type of programme service or format proposed.

A truly locally led station providing music, news, views and features, focusing on the needs and aspirations of the communities and businesses of Dover and Folkestone.

- d) **TARGET COVERAGE AREA**

State which district(s), within the wider area in which this "small-scale alternative location" local licence is offered, the service will aim to cover.

Dover and Folkestone

3. MAIN CONTACTS (FOR PUBLIC PURPOSES)

Please nominate no more than two individuals to deal with any press or public enquiries:

Name: (1) **Mr M Kuske** (2) **Mr M Hemingway**

Address: *****

Kent *****

Kent

Telephone *****
(daytime): *****

Group's main contact address (one only): *****.

SPECIALIST CONTACTS

Note: 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 G Thompsett**
 Address: *****

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

III: Audience and support

Name: **Barlo Beckerleg**
 Address: *****,

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

IV: Finance

Name: **Mr M Kuske**
 Address: *****

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

V: Engineering

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

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

Please inform the Authority of any periods of longer than one week, within three months after the closing-date for applications, during which any of these nominated contacts will be unavailable (due to holidays, etc.) for telephone questioning by the Authority's staff.



4. **BOARD OF DIRECTORS**

[use as many pages as necessary]

- 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 (to nearest month) when first joined the group
 - date when appointed as 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

Non-Executive Chairman: Mr M Hemingway
 Managing Director : Mr P Leutner
 Financial Director : Mr M Kuske
 Programme Director : Mr G Thompsett
 Company Secretary : Ms D Bressers

Please note: EKR Coastline Limited is a 100% subsidiary of East Kent Radio Limited

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

- b) If any member(s) of the current board of directors is not expected to remain as a director after the licence is granted, please indicate who, and provide reason.

All the directors are expected to remain on the board after the licence is granted.

- c) If there are firm plans to appoint any further directors, provide information (with details of any specific individuals in mind).
 (NOTE: Responses to questions b) and c) may be supplied separately, in confidence, if necessary).

We have secured the services and agreement of Mr E Startup, our Head of Sales, who will join the Board on award of the Licences.

5. EXTERNAL ASSISTANCE

[suggested maximum: half a page]

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, and whether they would have any continuing involvement in the event of a licence award.

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

6. HISTORY OF THE APPLICANT GROUP

[suggested maximum: two pages]

Provide an outline of how, and when, the applicant group was formed, (state who its original members were), and describe all significant developments in its composition and activities (with relevant dates) since its formation. If the application is by (or involves to a substantial extent) an existing licensee, provide a brief outline of that company's history, but focus mainly upon the developments relevant to this particular licence application.

The applicant group was originally formed by the coming together of three broadcasting professionals in mid-1988, under the umbrella of Audiosonic Broadcast Limited. This company was incorporated in 1988 by Peter Leutner, David Leutner and Dianne Bressers with the intention, as part of its business strategy, to apply for the independent local radio licence for East Kent.

In January 1995 Mr Hemingway joined the team of EKR as Chairman to spearhead our application for the re-advertised ILR East Kent Licence in May 1995. This was prepared by Audiosonic Broadcast but it was made by East Kent Radio Limited (EKR), a company formed especially for that purpose. Audiosonic Broadcast and EKR had common Directors and shareholders. Having been unsuccessful in winning the ILR East Kent Licence the group agreed to stay together to push the concept of local radio in East Kent further.

During December 1995 EKR decided to launch a one month RSL based in the heart of East Kent at Stelling Minnis aimed mainly at Ashford and the surrounding areas, although, surprisingly there was a response from much further afield. This trial Radio Station, EKR 107.2 generated substantial local interest in small scale local radio for East Kent.

Mike Kuske, Dominic King, Richard Moffatt and Bob le Roi were senior members of the "White Cliffs Radio" group, headed by licence holder John Ellis, which led the drive to create an interest in local radio for the Dover region. The group's RSL broadcast in May 1994 proved successful both financially and in generating local support. However, in the autumn of 1994 John Ellis left the UK to pursue his career in the Middle East. It was at this time that the Coastline FM group was conceived, concluding in the Coastline FM RSL Broadcast in January 1995 (see Coastline FM RSL Annex).

Following EKR's RSL East Kent Radio joined forces with Coastline FM since the two groups shared the same objective of developing quality radio services in the area. It became evident that providing stand-alone services for the Dover/Folkestone and Ashford/Canterbury areas to the professional standards to which all the parties aspired endangered their viability. Our research indicated that listeners in both areas shared the desire for an increased choice of listening and shared tastes in the types of music they would like to hear. However, the research also indicated that listeners in each area wanted more news and information relating specifically to their own areas.

We therefore resolved to pool our resources in order to provide two quality separate services for Dover/Folkestone and Ashford/Canterbury. By sharing certain management and "back-office" functions as well as some programming, a very high quality output, especially on the news and information fronts, can be provided. This can not be achieved in a single area.

To implement these plans and ensure the separate identities of the services EKR Coastline Limited is submitting this application for a licence to serve the Dover/Folkestone area and EKR is submitting a separate, but related application for a licence to serve Ashford/Canterbury. EKR Coastline Limited will be a wholly owned subsidiary of EKR Limited. Details are given in this application and that of EKR of the financial, operational and programming relationship between the services.

For the last thirteen 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! This is a situation we can address.

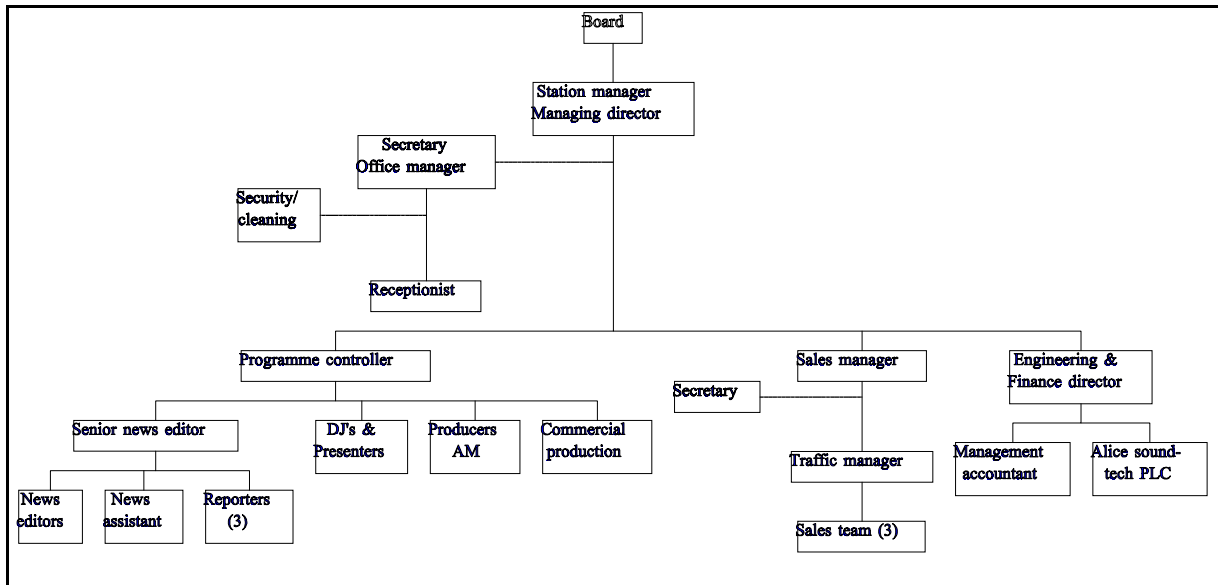
The opportunity exists to reach the Dover and Folkestone audience more effectively through truly local East Kent Radio - **a radio service for their communities.** The concept of a localised radio service for Dover and Folkestone found immediate support amongst business and community leaders and there has been considerable enthusiasm for the station being proposed. To the core of professional broadcasters has been recruited a small high quality board of local people, backed by the East Kent Radio Group, all with one thing in common - a view that Dover and Folkestone 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 Dover and Folkestone and to create a viable locally based business.

7. STAFFING

[suggested maximum: three pages]

a) Draw up a staff chart and reporting structure showing station management and organisation, including all intended personnel. Provide an indication of salary level for each full-time and part-time staff posts shown in chart.



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, as at station launch date. If freelance personnel are to be employed, state in what area of activity, and provide detail of budgetary allocation for freelance costs.

Full-time and part-time staff for the EKR Coastline Dover & Folkestone area:

(Shared between EKR and EKR Coastline)

Executive +	:	1 Managing Director/Station Manager/Head of Operations	
Engineering	:		@ £32,000.00 pa*
	:	2 Non-executive Directors	@ £ 5,000.00 pa
Programming:	:	1 Programme controller - presenter - drive	@ £30,000.00 pa*
	:	1 Presenter breakfast - shared	@ £18,000.00 pa*
	:	1 Presenter - Morning	@ £15,000.00 pa
	:	1 Presenter - Afternoon	@ £15,000.00 pa
	:	1 Presenter part time/freelance - Evening	@ £10,400.00 pa
	:	3 shifts part time - weekend presenters	@ £ 6,240.00 pa
	:	1 presenter - part time/freelance -overnight	@ £10,400.00 pa*
Sales	:	1 Head of Sales (EKR and EKR Coastline)	@ £25,000.00 pa*
	:	2 Sales Executives	@ £14,000.00 pa
	:	1 Sales bonus - (variable with turnover)	@ £ 8,000.00
Administration:	:	1 Group Financial Director/Evening presenter	@ £27,000.00 pa*
	:	1 Receptionist/Traffic Clerk	@ £ 9,000.00 pa
News	:	1 Head of News - Shared	@ £18,000.00 pa*
	:	1 Newsreader/Editor	@ £15,000.00 pa
	:	2 Reporters/Journalists	@ £12,000.00 pa

c) If any future changes to staff numbers are firmly envisaged, outline nature and expected timescale of these, and factors influencing their implementation.

As the business expands we should wish to consider increasing the sales team to help maintain local sales targets and to increase overall potential income. If the business increases substantially faster than we predict an increase in our local news commitment would be suggested

d) If use is expected to be made of staff based at another radio station, or if staff are to be shared with another station, outline planned arrangements (including reporting structure).

As shown in our organisation chart at question 7a it planned that EKR Coastline and EKR Ashford/Canterbury share senior executives and presenters (during certain times of the day). We would wish to exchange news items with neighbouring local radio stations and enter in combined sales agreements when appropriate but we do not envisage sharing of staff outside the EKR group.

e) List any activities which will be contracted-out to agencies, consultants, etc., and give details of proposed contractors, including numbers of personnel upon whom the station will be able to draw, if known.

National News

We will subscribe to one of the national radio news agencies: Independent Radio News, Metro News Network News or another agency who might be operating at the time. We have already experience of working with IRN, who supplied news by satellite during the RSL.

Local News

In addition to Kent Messenger, contacts have been made with other local agencies who may supply local news input to our editorial team: Adscene, Jenkins Group, Kent News and Pictures. Additional local news input may be exchanged with the winners of the Medway licence and Thanet, should that area be awarded a licence.

Weather

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

Traffic and Travel

Travel news, including an air-borne service, will be supplied by Metro Networks. Additional input will be supplied by Kent Police, with whom good relations have already been established.

Engineering

Companies such as Alice Soundtech PLC or Roy Parsons, (RPL Limited) will install our studios and will provide continuing maintenance and engineering consultancy as and when required. Our transmitters will be installed by an outside body with a maintenance agreement. We have already discussed our transmission requirements with SBS (Sound Broadcast Services) but will also consider other contractors such as NTL and Alice Soundtech.

Research and Marketing

We will subscribe to RAJAR for audience data. Consultants, such as EEC, 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.

Commercial Production

Initially, this service will be contracted out to local companies such as Talking Shop, TMC or to Companies further afield such as Alpha Sound, JMS or Take 2. This would give us a variety of high quality commercial output. Our studios will include full production facilities from the onset, enabling us to produce commercials as well as other material ourselves as required.

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 station.

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 offers opportunities for work experience to teachers and school children.

8. MANAGEMENT (including executive directors named at Q.4)

Provide brief description of role and responsibilities of each management post identified in staff structure at Q.7a.

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).

EKR Coastline has been fortunate in securing the services of top quality managers to fill the posts of Managing Director, Head of Sales, Financial Controller, Programme Controller and Head of News. 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.

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

SECTION II : PROGRAMMING

9. PROPOSED PROGRAMME SERVICE

[suggested maximum: two pages]

Outline, 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 will be locally-originated or part of a wider, externally sourced service. If the programme service is designed to appeal to particular sections (e.g. certain age-groups) within the population, state which. If the service will include music, include an outline of the music policy and presentation style. Similarly, describe the broad characteristics of speech content. 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 (see section 105(b), Broadcasting Act 1990)?

EKR Coastline's objective remains to put local back into local radio in East Kent, a feature that has now almost completely disappeared as services have become increasingly county-wide. EKR Coastline will provide a service tailored for Dover and Folkestone, reflecting both their common interests and specific character.

Listeners deserve both quality and service. The small scale of the licences offered is both an opportunity and a challenge: to provide a high-quality, truly local service within necessarily limited resources. We have carefully structured both our programme output and our business to enable us to provide a high-quality service, equal to the best standards available even at larger stations. To this end, we have sought to rationalise certain operations, so as to maximise resources deployed in ensuring the local character of the service, especially our local news and information.

Format

EKR Coastline will provide a full service of music, news and local information, aimed at listeners of all ages with, as our research indicated, a likely broad core of listeners aged 25-54. The service will be music-based, providing a balanced range of popular music combined with speech and information relevant to listeners in the area and to which they will relate.

Our proposals are based on listening to the community: extensive research, numerous presentations and consultations, experience of and feedback from the trial broadcasts. The result is a programme service specifically designed for and adapted to the tastes and interests of listeners in the area. We will continue to listen to our audience and make adjustments as appropriate.

Music

As our research showed, music is clearly the most important feature in a radio station and the determine factor is listeners' choice of service. Our music policy will be broadly-based, but coherent. We will aim to attract a discerning listener, who wants more than non-stop top-40 pop, dance and showbiz gossip; we will also attract the mature listener who seeks more than the chart hits of their youth. Music will span melodic chart songs, contemporary hits and classic oldies in a balanced mix listeners said they would prefer. Songs will be drawn from an extensive library, playing a deeper selection than the tightly restricted playlists found at so many stations today.

Speech

Speech is a minority but plays an important part in the service: quality of output will be sought, not quantity. In our research, listeners gave high priority to presentation, after music and news. Presenters will be experienced professionals, with local roots and knowledge enabling them to relate directly to listeners and speak with authority on local matters. Presentation will be friendly, relevant and regular but not omnipresent. We have made arrangements for a first-class travel service. Other local information and short features will complete our speech plans.

Local news & information

News and information will be the hallmark of our local service. By sharing some management and other resources with our associated service EKR in Ashford/Canterbury, we are able to devote resources to local news that would not otherwise be feasible. We have secured the services of an experienced Head of News & Features, who will oversee a team of 5 journalists based in both areas. Hourly news bulletins, combining local and national news, will be prepared and presented by our news team. Our research showed that listeners in Dover/Folkestone and in Ashford/Canterbury shared almost identical music preferences; but their desire for local information specific to their area was manifest. We will reflect this in our coverage, especially in the extended lunch-time programme EKR Coastline Today and our evening magazine EKR Coastline Tonight devoted to Dover and Folkestone.

Organisation

All programming will be locally-originated at EKR Coastline's studios in Folkestone or EKR in Canterbury. At all times, output will be separately branded with "jingles" and the like identifying the respective stations and frequencies. Programme output specific to Dover/Folkestone will contribute a minimum of 12 hours per day on weekdays. At other times, joint programmes with EKR in Ashford/Canterbury are planned, as explained more fully in question 11 below. No resource is planned to any external or network service.

10. HOURS OF BROADCASTING AND LOCALLY ORIGINATED PROGRAMMING

[suggested maximum: one page]

(IMPORTANT NOTE: The responses to questions 10-17 will form the basis of the "promise of performance" to be agreed with the licensee).

a) State the minimum number of hours per day for which the licensee will be committed to broadcasting a programme service (whether locally originated or not). If hours differ between weekdays and weekends, provide details.

24 hours per day Monday to Sunday inclusive.

b) Outline the minimum time periods, for both weekdays and weekends, during which the licensee will be committed to broadcasting locally produced and presented programming from the licensee's own studios (or an outside broadcast facility) within the licence area.

We intend to produce most of our material from our EKR Coastline studios in Folkestone but as our programming indicates the joined programming could originate from the EKR studios in Canterbury. Output specific to Dover/Folkestone will constitute a minimum of 12 hours per day, which will originate from Folkestone. We would like to retain the flexibility to originate joint programmes from either Folkestone or Canterbury.

11. NON-LOCAL ORIGINATION AND SHARED PROGRAMMING

[suggested maximum: one page]



a) If it is proposed that part or all of the programme service will be provided other than by broadcasting originating from the licensee's own studios (or outside broadcast facility) within the licence area, provide full details of the origin and scheduling of such programming. State how it will be supplied and to what extent, if any, there will be local input to such programming (including advertising and station "branding").

We have no proposals to carry material as part of a regional or networked service.

We plan certain joint programmes for EKR Coastline and EKR. In particular, we plan joint shows at breakfast and during afternoon drive, times when listeners are most likely to be moving around and travelling through both areas. Overnight programming will also be joint. During the daytime, programming will be separate for Dover/Folkestone and Canterbury/Ashford, as well as during the evening show.

EKR Coastline Today and EKR Today will be separately presented, as will the evening magazines EKR Coastline Tonight and EKR Tonight.

At weekends, separate programmes will be provided on EKR Coastline and on EKR between 10am-6pm on Saturday and 2pm-6pm on Sunday.

The table below summarises the planned weekday programme arrangements:

EKR & EKR COASTLINE - OUTLINE SCHEDULE			
	DOVER/FOLKESTONE	ASHFORD/CANTERBURY	
	DOVER/FOLKESTONE	ASHFORD	CANTERBURY
05.00-09.00	BREAKFAST SHOW		
09.00-13.00	MORNING SHOW	MORNING SHOW	MORNING SHOW
13.00-13.15	COASTLINE TODAY	EKR TODAY	
13.15-16.00	AFTERNOON SHOW	AFTERNOON SHOW	AFTERNOON SHOW
16.00-18.00	DRIVE TIME		
18.00-18.30	EKR COASTLINE TONIGHT	EKR TONIGHT	
18.30-20.00	DRIVE TIME		
20.00-24.00	EVENING SHOW	EVENING SHOW	
00.00-05.00	NIGHT TIME		

We expect to co-operate with neighbouring local stations and exchange material of local interest from time to time, incorporating materials supplies into our programmes under our editorial control.

The only regular external source of programme material will be the national, international news & travel. There may be occasions when EKR Coastline would mount an OB outside the editorial area, for example from Calais, if there were a joint East Kent/Pas du Nord festival.

We do not have any other plans for carrying syndicated programming on EKR Coastline but will consider programmes for broadcast if we believe they will enhance our service. All programming will be broadcast under the editorial control of EKR/EKR Coastline.

b) If any programming originated by the service will also be carried by other services in this or other licence areas, provide details, including the scheduling of such programming. State whether it is intended that any changes in branding or editorial policy will occur to the service at these times.

Our policy is to generate locally originated programmes. As we indicated above, we intend to provide some joint programmes with EKR at the following times:

Mon-Fri	5am - 9am, 4pm-8pm, Midnight-5am
Sat	5am - 10am, 6pm - 6am
Sun	6am - 2pm, 6pm - 5am

The service will be branded with independent idents and commercial breaks, if applicable.

It may be appropriate on occasions to interchange programme material between neighbouring independent ILR stations such as KFM and the winners of the Medway and Thanet licences, particularly the material that has an impact or an interest to our particular area. This would affect impair our or their editorial policy or branding.

12. AUTOMATED LOCAL OUTPUT

[suggested maximum: half a page]

Give details of any periods during which whole programmes or lengthy sequences of programme elements will be originated locally yet will be wholly automated or pre-recorded, and not reliant upon the presence of a presenter. Indicated the scheduling, durations and method of provision of such output.

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 or pre-recording interviews, live music, etc. for later broadcast.

13. **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 PROGRAMME AIRTIME				
	"Peaktime" (06.00-19.00)		Non-"Peaktime"	
	Min %	Max %	Min %	Max%
a) On a typical weekday (Mon-Fri)	10%	35%	10%	30%
b) EKR Coastline Today/EKR Coastline Tonight	-	100%	-	-
c) On a typical Saturday	15%	30%	10%	25%
d) On a typical Sunday	15%	30%	10%	25%

In special circumstances or a particularly important local news occurrence, EKR Coastline will obviously wish to keep its listeners informed at events happening and may exceed the above maxima.

14. **SPEECH CONTENT**

[suggested maximum: two pages]

Describe, as fully as possible, the speech content (if any) of the service proposed, other than news output (see Q.16 below). Provide examples of speech material, and indicate whether this would be in the form of short features (less than 3 min. duration), longer items or entire programmes. (The scheduling of all regular speech output, apart from general presentation and introduction of music items, should also be included in the proposed programme schedule at Q.18). Mark clearly which of these items are regarded as essential elements in the character of the service, to be included in the station's "promise of performance" when agreed. (Other items may be treated more flexibly, to accommodate changing tastes and insure freshness of the output over the course of the licence period.

* (PoP = Promise of Performance)

The speech on EKR Coastline will fall into two categories: short items of information and longer local news/magazine features. It will be presented in a lively, and where appropriate, in a humorous way. Items should generally not last for more than three minutes.

Travel (PoP)*

Travel news will be provided at least every twenty minutes (20-20 format) on weekday peak-time and half hourly during non-peaktime programmes and at weekends. Additional travel news will be introduced for special events such as the Venetian Fete in Hythe or the Shepway Airshow. The travel news will be comprehensive within the EKR Coastline area, particularly recognising the need of the commuter, looking at cross-Channel traffic, the motorway network and other major routes and rail links.

Weather (PoP)

Weather forecasts are particularly important to the people of East Kent with tourism, agriculture and shipping so dominant in the area. EKR Coastline will incorporate this during news bulletins 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 when appropriate.

What's on (PoP)

Presenters will display an awareness of the area pronouncing local place names correctly! We will be giving a full "what's-on" service, an area of programming the county-wide commercial operator is now totally neglecting! We also intend reviewing the latest theatre productions and what's happening at the cinema.

Local events & Leisure (PoP) (These items will occur as and when - rather than at fixed times)

One of EKR Coastline's strengths will be it's bonding within the local community and in doing so, we intend getting "out and about" as much as possible letting the audience see programmes "in-the-making". 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, and generally being encouraged to participate in the output.

Quizzes & Competitions

We envisage a number of short competitions on EKR Coastline, these would encourage a "fun" element to the output and during the peaktime programmes a more thought provoking quiz structure with attractive prizes will be on offer.

Sport

Regular updates of local, county wide sport information will be broadcast during relevant times.

EKR Coastline Today & EKR Coastline Tonight (PoP)

A hard hitting topical local news, features and magazine show. EKR Coastline Today being 15 minutes and EKR Coastline Tonight 30 minutes.

15. MUSIC OUTPUT

[use as much space as proves necessary]

a) If it is proposed to include music outline the station's music policy, describing all type(s) of music to be played, and also addressing, as appropriate, such matters as the style and pattern of presentation (e.g. to what extent there will be a reliance on the playing of music tracks without intervening presentation; the size and structure of the station's playlist; the planned frequency of rotation of most popular music tracks).

Music policy will be the softer edge of contemporary hits, mixed carefully with adult contemporary - and a liberal scattering of classic hits. As opposed to many other stations who have a very small data-base and core artists, our library of music will be broad and extensive, including many different artists and songs to give the audience real variety. We intend to have a broad base of around 3500 songs, including well known classic album tracks such as "New York Minute" - Don Henley, "Illegal Alien" - Genesis, "Right down the Line" - Gerry Rafferty, "More than a Feeling" - Boston, "Hold the Line" - Toto.

How often has a great song been heard on the radio, only to discover that it pops up on the playlist all the time? It will be our policy to broaden the playlist and get away from this repetitive formula that so many stations are now following. We want our potential audience regularly to feel "another great song, I haven't heard that in ages!" This approach was endorsed by listeners who contacted the station during our RSL Broadcast.

In keeping with this policy, we intend to spread plays of the most popular current music tracks - average rotations of 4-6 hours minimum, compared with 3-hour repeat patterns found on Invicta FM and many other stations. We also intend to introduce "no-repeat" programme days, containing the feeling of variety and encouraging longer listening.

Presentation style will be humorous but intelligent. Our presenters will communicate with the audience on a one-to-one basis talking to them and not at them. People who want a diet of nonstop pop, dance, new music and little chat will turn to Radio 1, Invicta FM or Essex FM. Unlike West Kent, where stations such as KFM, the new Medway service, Virgin, Heart, Kiss are plainly audible on FM, East Kent has a limited choice.

Our intention is not to mirror-image the main county-wide service, but to provide an alternative.

Presenters of each programme will be required to play two segues per hour, after the news and just after the half hour. In addition each presenter will have a window of one track per hour to insert his or her own choice from the pick 'n' mix box in the studio, giving the presenter a greater feeling of contributing towards the musical output.

b) Give details of all type(s) of music within weekday daytime (06.00-19.00) output which it is expected that the service play, using recognised definitions: e.g. current, new releases, gold, recurrent, dance, easy-listening, etc. Define each of these categories to specify their precise nature (e.g. for "current" or "recurrent" material, indicate the expected maximum interval between the dates of release and airplay; for "gold", specify in which decade the tracks were first released). For each type, provide four examples of individual tracks (naming recording artists) as illustrations of how these are interpreted. State the minimum and maximum proportions (as percentages) of total number of music tracks to be represented by each type listed, in descending order of prominence, during any consecutive period of three weekday daytime hours devoted mainly to music output. Set out the list as follows:

TYPE OF MUSIC	ILLUSTRATIVE TRACKS AND ARTISTS	MUSIC TYPE AS % OF TOTAL	
		Min %	Max %
Contemporary Hits	Head Over Feet - Alanis Morissette Good Enough - Dodgy Walking On The Milky Way - OMD Not The Girl You Think You Are - Crowded House	10%	25%
Recurrent Hits (Last two years)	Let The Healing Begin - Joe Cocker A Girl Like You - Edwyn Collins Stupid Girl - Garbage A Beggar On A Beach of Gold - Mike & The Mechanics	10%	25%
Adult Hits 90's (Last 2-7 years)	If I Ever Lose My Faith In You - Sting Constant Craving - K.D.Lang Kiss From A Rose - Seal Auberge - Chris Rea	10%	25%
Classic Hits 1976-1989 (last 8-20 years)	Music - John Miles I've Been In Love Before - Cutting Crew Money For Nothing - Dire Straits When Love Breaks Down - Prefab Sprout	5%	25%
Classic Hits pre-75 (20 years +)	Proud Mary - Creedence Clearwater Revival Big Yellow Taxi - Joni Mitchell Band Of Gold - Freda Payne Radar Love - Golden Earing	5%	25%
Classic Album Tracks	Lovely To See You - Moody Blues Marlene On The Wall - Suzanne Vega Woman In Chains - Tears For Fears Arc Of A Diver - Steve Winwood	5%	20%

c) If, apart from any specialist music programmes (see (d) below), the mix of music to be played in the evenings (after 19.00) or overnight on weekdays, or at any time during the weekend, differs appreciably in either type or amount from that proposed during weekday daytime (see (b) above), provide details.

We intend to apply our peak-time music styles also at other times, although the relative proportions of those styles may vary over wider bands. During evening transmission, it will be our policy to inject more album tracks, and new releases at a time when listeners can appreciate the music with a "keener" ear.

d) List any specialist or live music programmes proposed, and indicate times of scheduling and total number of hours per week devoted to such output. Mark clearly which of these are regarded as integral elements in the character of the service, to be incorporated in a "promise of performance". (Others may alter during the licence period, to reflect changing tastes). As appropriate, provide examples of tracks (naming recording artists) as representative illustrations of specialist music output, or give examples of live music promotion planned, if any.

One of the advantages of supplying the service which EKR Coastline proposes will be it's ability to integrate "local" talent into the programming. We intend to give local music a chance by inviting bands onto our evening programme when they can either play "live" or bring with them high standard recordings of themselves to be transmitted. (See section 18-Programme Schedule)

Saturday evening will have a party feel and will include a high percentage of disco classics and dance orientated tracks complete with competitions and participation from the audience.

Music Example:

I Feel Love	Donna Summer
Born To Be Alive	Patrick Hernandez
Right Back Where We Started From	Maxine Nightingale
Lets Groove	Earth, Wind & Fire
He's The Greatest Dancer	Sister Sledge
The Hustle	Van McCoy
Boogie Oogie Oogie	A Taste Of Honey

Sunday afternoon/early evening will be an ideal time to offer non-chart programming and it will be our intention to feature a specialist "Classic Rewind" show. The show will centre around a core time period from the mid-sixties to the mid-eighties, although there will be a sprinkling of tracks from outside this era. We will also feature some classic album tracks.

Music Example:

Norwegian Wood	The Beatles
Superstition	Stevie Wonder
Living In The Past	Jethro Tull
Everyday People	Sly & The Family Stone
Let's Dance	David Bowie
Everyday Hurts	Sad Cafe
Windy	The Association
W.O.L.D.	Harry Chapin

Friday evenings will see EKR Coastline offering something different with an evening filled with a selection of classic rock tracks.

Music example:

The River	Bruce Springsteen
Wild Wood	Paul Weller
Land Of Confusion	Genesis
I Came To Dance	Nils Lofgren
Avalon	Roxy Music
Dream Weaver	Gary Wright
Leaving Las Vegas	Sheryl Crow
Eye In The Sky	Alan Parsons Project

We would be happy to have any of the above referred to in our promise of performance.

16. NEWS AND SPORTS OUTPUT

[suggested maximum: two pages]

a) Outline the station's approach towards the provision of news and sports information (if any), with reference to the source(s) of any news, and to the style of its presentation and content.

Local & National News

Our extensive research showed that listeners want to be regularly informed about issues in the world around them, locally, nationally and internationally. A large majority of respondents in our survey said they would like news every hour, unlike the reduced service presently offered on Invicta. EKR Coastline will provide news around the clock.

Like our listeners we regard local news as fundamental to our service. A significant proportion of respondents in both our 1995 and 1996 surveys in the area indicated existing coverage of local news was inadequate. Further, they clearly indicated that they wanted more local news specific to their area, as opposed, or rather as we believe, in addition to regional and other information from further afield. The survey results are explored in more detail in question 21 below.

EKR Coastline will prepare and present its own news bulletins at all peak times (6am-8pm Monday-Friday and 7am-2pm at weekends and on public holidays), mixing local, regional, national and international news. In this way, our editorial policy will always be relevant to our listeners, giving due prominence to local affairs that affect their homes, lives and daily affairs as well as other prominent issues. At other times we will carry live-feed bulletins from our national news supplier.

Our business has been structured to provide the necessary resources such a quality service entails: an experienced Head of News backed by a team of 5 journalists, ISDN links, etc. We intend to be first with local news, not hesitating to interrupt programming where appropriate.

Two programmes, prepared by our news team, will be dedicated each weekday to exploring local news and issues in Dover and Folkestone in greater depth: EKR Coastline Today between 1-1h15 and our evening news magazine programme EKR Coastline Tonight (6-6h30).

National and international news input will be provided by a recognised supplier. During the RSL we carried bulletins supplied by IRN, who have confirmed their willingness to service us during a permanent license period. We have also had discussions with Metro Networks, who will be providing our travel service and who recently started supplying news to Virgin and other stations. We also understand that Bloomberg intend entering this market and have made preliminary contact.

Sport

Our research confirmed that we should handle sport carefully on a service designed to appeal to listeners of all ages and both sexes. Many listeners are interested in sport, but principally younger males; an almost equal number, especially females, do not want sport. This does not indicate that we should abandon sport. We will include sport in our coverage whenever it is likely to be of general or local interest. Our emphasis will be on local sporting activities such as the Folkestone races or Dover Athletic Football Club. We will also keep listeners informed of the activities of the many clubs and associations active in the area.

b) Produce a table showing the times of scheduling and the minimum durations of news bulletins, extended news

sequences and/or news magazines, as appropriate, for each hour of the day on weekdays (noting any daily variations from the general pattern), Saturdays, Sundays, and public holidays. Show clearly which will contain local and/or regional, national or world news. For bulletins or sequences which contain local news, state whether any of these may be carried on other services in this or other licence areas. If any bulletins include both local/regional and national/world news, state whether the latter will be mixed with the former or will be provided by a separate live feed from an external news supplier. Detail any special news provisions proposed, e.g. news in language(s) other than English.

<u>NEWS SCHEDULE</u>	
MONDAY - FRIDAY	
06.00-12.00	4/5 min local/national/world mix on the hour. Headlines on the half hour
13.00-13.15	15 min local/national/world/sport "EKR Coastline Today"
14.00-17.00	2/4 min local/national/world mix
16.00	3/4 min local/national/world mix
17.00	3/4 min local/national/world mix
18.00-18.30	30 min local/national/sport "EKR Coastline Tonight"
19.00	4/5 min local/national/world mix
20.00-05.00	National news supply
<u>WEEKENDS & PUBLIC HOLIDAYS</u>	
07.00-10.00	4/5 min local/national/sport mix. Headlines on the half hour
11.00-14.00	3/4 min local/national/sport mix
15.00-06.00	National news supplier

c) If local/regional news is to be obtained from sources other than through the station's own news staff resources, state what these are, and whether any firm agreements have been made with external news suppliers.

In addition to our own news resources, we will work with other sources for local and regional input, such as local newspaper groups Kent Messenger (with whom discussions have been held) and possibly Adscene (with whom we co-operated during the RSL broadcasts). We will also work with other independent providers such as the Jenkins group, based in Rochester and Kent News & Pictures in Maidstone. Firm arrangements will be made after award of the licence.

We have established contact with and made presentations to Local Authorities and emergency services, all of whom will be pleased to provide information at their disposal.

To complete our coverage, we have discussed the reciprocal exchange of news information and audio reports with certain other applicants and independent stations in the area, with whom we plan to establish ISDN links.

17. 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.

All broadcasting will be in English

18. PROGRAMME SCHEDULE

Using, a suggested maximum of two pages for each, provide an outline of the programming for:

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

Summarise, for each programme or day part, (as appropriate), the main type(s) of music and/or speech content, style of presentation, and the proportion of programming airtime (see Q.13 for definition) devoted to music and speech. (These figures should be consistent, when aggregated, with those given at Q.13 in respect for daytime and non-daytime periods as a whole).

If any separate localised programming is planned for any individual relay or other transmitter offered within a multi-frequency licence, provide details of this separately from the schedule for the main programme service.

(Note: Although the detail of this programme schedule may be varied within the "promise of performance" agreed, it is expected that the general approach and balance of the service proposed, as outlined below, will be maintained).

Monday - Friday Programme Schedule

5am - 9am Breakfast Show: (Music: 65% - Speech: 35%)

Joint Service: EKR Coastline & EKR (split idents, jingles & commercials).

EKR Coastline's breakfast show will consist of a lively mix of music, news and information presented in a lively but humorous and intelligent way. There will be a local/national/world mix of news on the hour with headlines on the half hour. It won't be unusual for the news-team to interject throughout the programme, bringing the latest stories to our listeners the moment they break. The programme will be ready to expand the news coverage should a major event dictate. There will be travel news every 20 minutes - this will cover travel in the Dover/Folkestone areas. Recognising the areas position as the gateway to the UK with 18 million passengers passing through annually, we will also give comprehensive coverage to the latest travel news from the ports of Dover and Folkestone and the Channel Tunnel. 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. Due to our proximity to the French Coast we will also keep listeners updated on major events happening across the Channel. There will be a review of the morning newspapers as soon as they are available. There may be two competitions in the morning, one will be "just for fun" the other will carry an accumulator prize and will throw forward to the afternoon drivetime show. Regular features would include: Listeners Birthday Call, On This Day etc.

Format example

05.00-05.05 : News/weather
 05.30-05.32 : Thought for the day
 05.45-05.47 : Promote Breakfast Show
 06.00-06.06 : News/Weather/Travel
 06.20-06.21 : Travel
 06.30-06.32 : Headlines/sport/weather
 06.40-06.41 : Travel
 06.50-06.52 : Newspaper review
 07.00-07.06 : News/weather/travel
 07.10 : Competition
 07.20-07.21 : Travel
 07.30-07.32 : Headlines/sport/cross channel conditions
 07.40-07.41 : Travel
 07.50-07.52 : Birthday Call
 08.00-08.06 : News/weather/travel
 08.20-08.21 : Travel
 08.30-08.32 : Headlines/sport/weather
 08.40-08.41 : Travel
 08.50-08.51 : **Split recorded promotion for next programme**



9am - 1pm Mid-morning: (Music: 65-70% - Speech: 35%) *EKR Coastline Action: 9.15 & 11.15 am*
Split Service: EKR Coastline, Dover/Folkestone.

EKR Coastline's mid-morning show will provide Dover & Folkestone with its own dedicated service. We anticipate that this will be a busy show and although the music format will follow the stations general style, the difference will be in the studio guests and the issues which will concern Dover & Folkestone. Once a week we would envisage a link-up with one of the French local stations such as Radio 6 in Calais to update listeners about the latest news of events on the French Coast. A key feature will be "Firm Favourites" when we visit companies nominated as the "office-of-the-day". We very much want the people of Dover & Folkestone to be involved in our programme making. Local news will appear on the hour and half hourly with extra coverage if major stories are breaking. Travel information including port and Channel Tunnel information will be broadcast every twenty minutes. At 10.30 we will invite local audience participation in our "coffee break" slot covering lifestyle and leisure topics with a chance to choose their favourite three songs. The presenter will be well read, mature, warm and friendly. EKR Coastline Action will have its first airing of the day broadcasting help and advice to those who need it.

1pm - 1.15pm EKR Coastline Today: (Speech: 100%)

Split service: EKR Coastline Today

This is the first time that Dover & Folkestone will have the benefit of a totally dedicated local news service. The programme will focus on local issues which will be addressed in a hard hitting topical manner. We will also include a round up of the national, world, and sports news. Interviews, local reports, studio interviews, live and recorded items from the Dover & Folkestone region will be broadcast, using ISDN and the latest digital technology giving 7Khz bandwidth on the telephone network. This will give us substantial flexibility and access to "instant" material for this programme. The programme will be fast moving and very locally biased.

1.15pm - 4pm Afternoon Show: (Speech: 30% - Music: 70%) *EKR Coastline Action: 2.15pm*

Split service: EKR Coastline, Dover/Folkestone.

We anticipate that the relaxed feel of EKR Coastline's afternoon show will prove a big success with the listeners of Dover & Folkestone. The local and national news mix continues as will the travel information for the roads, rail and Channel traffic. The programme will centre around a varied selection of studio guests who will provide advice on a variety of topics including holidays and finance. This programme offers the chance to welcome visiting celebrities to the area in for a chat.

4pm - 8pm Drive Time Show: (Speech: 30% - Music: 70%) *EKR Action: 4.15*

Joint service: EKR Coastline & EKR (split idents, jingles & commercials).

The Drive Time show will play a broad range of music and will be presented by a strong personality. As a large contingent travel within the EKR Coastline and EKR areas, we feel that travel information can be pooled. There will be local/national news on the hours with headlines half hourly and travel information every 20 minutes.

Split service

At six o'clock we split our service to incorporate our 30 minute news and magazine programme "**EKR Coastline at six**", following the same format as "**EKR Coastline at one**", but utilising the additional time to cover stories in more depth and additional features.

Joint service

We return to the drive time show at 6.30 and envisage a daily phone-in music quiz which will provide a weekly winner who will then take part in the grand final every three months. The presentation will be fast moving but friendly. Every Friday between 6.30 and 7.30 this programme will incorporate a look ahead to weekend events including sport.



8pm - 12pm Evening show:(Speech: 15% - Music 75%)

Split Service: EKR Coastline, Dover/Folkestone.

The evening show will be presented in a sharp and quite witty fashion, and will be split into two parts with the early evening concentrating on features including a regular nightly gig-guide and a phone-in section. From time to time (once a week if possible) we will feature local bands who are looking for an outlet to display their talent. This would either take the form of live sessions in the studio, or recorded from a venue. We also intend including a phone-in section within this programme. Folkestone's Leas Cliff Hall attracts many big celebrity names and during this show we will aim to talk to many of these. From 10 o'clock onwards this show will take on a more musical flavour with songs on the mellow side. On Friday evenings the show switches into different gear to play a selection of classic rock tracks (see example set out in section 15d).

Midnight - 5am (6am sat morning) Through the night: (Music: 85% - Speech: 15%)

Joint Service: EKR Coastline & EKR (split idents, jingles & commercials).

EKR Coastline and EKR will share this programme, however there will be split commercials and station idents. A broad range of music with news every hour. The presenter will be unobtrusive but friendly with a warm sense of humour. In particular we recognise the fact that the Channel Ports never sleep and we aim to provide a continuous update of travel information.

Saturday Programme Schedule

6am - 10am Breakfast Show: (Music: 70% - Speech: 30%)

Joint Service: EKR Coastline & EKR (split idents, jingles & commercials).

A lively mix of music, news and information and because it's the weekend there will be more emphasis on the family. News and travel information with headlines will be provided on the half hour complete with a look ahead to the days sporting events in the area and beyond. The presenter 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. A rolling competition throughout the programme will add to the listeners' curiosity.

10am - 2pm: (Music: 75% - Speech: 25%) *EKR Coastline Action: 11.15*

Split Service: EKR Coastline, Dover/Folkestone.

The mid morning show will feature a broad range of music with news on the hour and travel news on the half hour. From time to time in the summer season we envisage featuring outside broadcasts from the holiday resorts such as Folkestone and Dymchurch. Another tried, tested and successful feature of this time slot is "Bride of the Week". The programme will also include a listener "voteline" where four new songs will be aired, the winner being featured on the playlist the following week. EKR Coastline action will include a comprehensive "what's-on" agenda.

2pm - 6pm: (Music: 75% - Speech: 25%) *EKR Coastline Action: 2.15*

Split Service: EKR Coastline, Dover/Folkestone.

A different show including news on the hour with travel information once an hour. We intend during this programme to incorporate a look at sport in the area. Dover Athletic Football Club enjoy a healthy following and on EKR Coastline it is envisaged to continue that trend. In this programme the music style will reflect that of weekdays. The programme will be well presented by a strong personality and during the summer months we envisage that from time to time it would be broadcast as an OB from different events and locations in the station's TSA. Classified football results and a sports round-up would be included between 5 and 6pm.

6pm - 10pm Disco Inferno: (Music: 85% - Speech: 15%)

Joint Service: EKR Coastline & EKR (split idents, jingles & commercials).

A programme with a party feel! but not forgetting those still at home or work. Plenty of segues and music sweeps. In view of our projected mature audience it is intended to play a large percentage of classic 70's disco tracks (see example set out in section 15d). It is envisaged that we will record and broadcast phone-in dedications in the second part of the programme. There will be news on the hour.

10pm - 2am Saturday Late: (Music: 85% - Speech: 15%)

Joint Service: EKR Coastline & EKR (split idents, jingles & commercials).

A music programme with a shift in emphasis at midnight, including news on the hour. The presenter will be quite laid back and unobtrusive. The party feel still continues here but after midnight the music becomes more relaxed as does the presentation. The host will also take "love calls" on-air as the pace slows down for Sunday morning.

2am - 6am Through the Night: (Music: 90% - Speech: 10%)

Joint Service

As Monday - Friday midnight-5am.

The pace will quicken between 5 and 6am in preparation for the breakfast programme. The presenter will bring a relaxed feel to the output.

Sunday Programme Schedule**6am - 10am Sunday Breakfast:** (Music: 70% - Speech: 30%)

Joint Service: EKR Coastline & EKR (split idents, jingles & commercials).

A lively mix of music, news and information, including "Thought for the Week" at 8.30am. News will be the hour with headlines half hourly including travel information. There will be comprehensive weather forecasts and local information on events during the day. Musically the programme will adhere to the style of the station's mainstream weekday output, but will avoid music with too strong a beat during the early part of the show. A Sunday morning newspaper review and "Your Say" on the headlines will be a regular feature. The show will feature a quick-fire quiz on the phones.

10am - 2pm Sunday Brunch: (Music: 70% - Speech: 30%) *EKR Action: 11.15 & 1.15*

Joint Service: EKR Coastline & EKR (split idents, jingles & commercials).

A mix of music, news, information and what's-ons. News will be on the hour with travel information on the half hour. A feature between 10am and 12am called "Memory Breakers" - two hours of hits and headlines from two different years including sound bites will be included. Presentation will be laid back but humorous. EKR Action will provide details of events.

2pm - 6pm Sunday Afternoon: (Music: 80% - Speech: 20% higher during OB's)

Split Service: EKR Coastline, Dover/Folkestone.

News on the hour and travel information once an hour. It is envisaged that, primarily in the summer months, and due to our close proximity to the coast, this programme would be broadcast as an OB from events or tourist attractions. "Instant Jukebox" will be a regular weekly feature with listeners ringing in to hear their favourite music.

6pm - 10pm The EKR Goldmine: (Music: 85% - Speech: 15%)

Joint Service: EKR Coastline & EKR (split idents, jingles & commercials).

A chance to get away from the top 40 chart programmes! Four hours of pure nostalgia as EKR looks back over 40 years of Rock'n Roll history. Unlike a lot of oldies shows, we will mainly concentrate on the period from the mid-sixties through to the mid-eighties and the show will also include some classic album tracks and some of the many great records which seem to have vanished from our radios since the advent of the Selector era (see example set out in section 15d). Features will include "The Rock 'n' Roll Birthday Book" with music from the stars celebrating their birthdays on this day and also a look at a Top 10 from this day in years gone by. The presenter will have a passion for the music he or she plays. Listeners will be invited to phone with dedications and to request music from the station "vaults".

10pm-Midnight: (Music: 60% - Speech: 40%)

An open line for interaction with our listeners on local views interspaced with music.

Midnight - 5am Through the night: (Music: 85% - Speech: 15%)

Joint Service: EKR Coastline & EKR (split idents, jingles & commercials).

As Monday - Friday, midnight - 5am.

A change in programme emphasis with a relaxed feel in the early part, picking up pace between 4 & 5.



19. **BROADENING OF AUDIENCE CHOICE**

[suggested maximum: two pages]

To what extent, and in what ways, will the proposed programme service cater for tastes and interests which are different from those already catered for by any other Independent Local Radio services provided within a substantial part or all of this licence area (see Section 105(c), Broadcasting Act 1990)? Differences in music or other content between the service proposed and relevant existing ILR services available in the licence area should be described, including quantification drawing upon, for example, any monitoring and content-analysis of existing services which has been conducted.

At present the only "local" commercial services in East Kent are provided by Invicta and cover the whole of Kent: Invicta FM and Supergold AM. Out of range of the London services that overspill into West Kent, listeners only choices are the BBC national services, BBC Radio Kent and the three national commercial services - a radical contrast to the opposite side of the channel where the equivalent Nord/Pas de Calais region boasts 126 licensed frequencies, many of which can be heard in parts of Kent!

Background

When ILR came to Kent in 1984, some 10 years after London and many other areas, it was intended that separate local services be provided in East and West Kent. Two licences were duly awarded for East Kent and the Maidstone/Medway area but, before the new licensees had begun, they merged to become Invicta. Invicta subsequently acquired licences for additional frequencies covering Thanet and Ashford, promising local output in these areas. In 1989, the AM and FM frequencies were "split", at least partially, with a "gold" oldies service on AM initially called Coast AM and now branded Invicta Supergold. Overnight programming continued to be simulcast on both services, offering listeners no choice at all at these times. Ever increasing regionalisation in the programme output has taken place in parallel with ever greater concentration in ownership. First the merger of the East and West Kent licensees; then in December 1991 Invicta merged with Southern Radio, resulting in the centralisation of many functions; finally, in May 1994, Capital Radio acquired Southern Radio, including the Invicta group.

The lack of local service for listeners in East Kent, and other perceived weaknesses notably in relation to Invicta's AM output, led EKR to submit its 1995 application for the re-advertised East Kent licences then held by Invicta. These licences were re-awarded to Invicta, we were naturally disappointed but not discouraged with this result. Indeed, we believe the case for our locally-based proposals to be even stronger today. Since Invicta was re-licensed in 1995 remaining "opt-outs" were dropped completely, notably on the Ashford frequency, and Invicta now provides only a county wide service using a total of 5 FM and 2 AM frequencies. As they said in their re-application: "Despite the award of separate licences for East Kent and Maidstone/Medway, and with the blessing of the Radio Authority, Invicta Radio has broadcast to the whole of Kent from its inception in 1984"; "Since their inception Invicta FM and Invicta Supergold have broadcast across the whole of Kent, to both the Maidstone/Medway and East Kent licence areas. It is proposed to continue to broadcast in this way in the new licence period".

Invicta's Output

Promises of Performance

- * Invicta FM's PoP's for all 5 frequencies are worded identically: "not less than 50% of the music broadcast over any 24-hour period will be based on popular tracks recorded during the previous 10 years. Not less than 20% will be made up from popular tracks recorded at an earlier time".
- * Invicta Supergold: "Not less than 85% of the music broadcast over any 24-hour period will be based on popular tracks recorded in the 50's, 60's 70's and 80's. No more than 15% will be based on music recorded within the last 5 years".

1995 Re-application

Although subsequent to re-award of the licences, the promises of performance help little in determining the real output of the stations. The 1995 re-application provides slightly more detail:

Invicta Licence Application - Music Output (Table)

INVICTA LICENCE APPLICATION - MUSIC OUTPUT					
INVICTA FM			INVICTA SUPERGOLD AM		
Music Type	Minimum	Maximum	Music Type	Minimum	Maximum
Current	20	40	50's/60's	20	40
Recurrent	10	25	70's	20	40
90's	10	30	80's & 90's	20	40
80's	20	40			
70's	0	25			
60's	0	10			
Love Songs	10	40			

Overnight a single service is provided on the AM and FM frequencies: in Invicta's application they state this "reflects the middle ground between Invicta Supergold and Invicta FM, with a 70's/80's feel".

Output monitoring

Living in East Kent, most of our group are - like so many of the respondents in our survey - listeners by default to Invicta! In preparation for our 1995 application, we tracked the output of the FM and Supergold services for 2 sample days in March. We repeated this exercise in July 1996 to obtain a current snapshot of actual broadcasts and to be able to provide a statistical rather than qualitative appreciation. Simultaneous recordings were made (and are available, if required) of the AM/FM services on a typical mid-week day, Wednesday 15 May. The overnight service was indeed simulcast, down to the FM jingles that were broadcast on the AM service! In summary:

Output Monitoring - Invicta FM & Supergold

OUTPUT MONITORING - INVICTA FM & INVICTA SUPERGOLD									
INVICTA FM (5am-12pm-15May 1996)									
Current	Recurrent 95-96	Total Cur/Rec	Other 90's	Total 90's	80's	70's	60's	50's	Last 10 years
49 22.0%	33 14.8%	82 36.8%	51 22.9%	133 59.6%	67 30.0%	21 9.4%	2 0.9%	-	162 72.6%
INVICTA SUPERGOLD (5am-12pm-15May 1996)									
Current	Recurrent 95-96	Total Cur/Rec	Other 90's	Total 90's	80's	70's	60's	50's	Last 10 years
-	1 0.4%	1 0.4%	4 1.6%	5 1.9%	33 13.1%	71 28.2%	130 51.6%	13 5.1%	19 7.5%
INVICTA AM/FM SIMULCAST (12pm-5am - 15May 1996)									
Current	Recurrent	Total	Other	Total	80's	70's	60's	50's	Last 10

OUTPUT MONITORING - INVICTA FM & INVICTA SUPERGOLD									
	t 95-96	Cur/Rec	90's	90's					years
15	8	23	13	36	30	6	1	-	50
20.5%	10.9%	31.5%	17.8%	49.3%	41.1%	8.2%	1.4%	-	68.5%

* Invicta FM principally plays current and re-current releases: one-third of titles were current or recurrent and 60% from the 90's. Nearly three-quarters of titles were from the last 10 years, substantially more than the minimum 50% specified in the PoP.

* Supergold is based on "golden oldies" from the 1960's, which accounted for over 50% of output, with a further 28% from the 70's. Together, 60-70's represented 80% of Supergold programming.

* The "middle ground" referred to in Invicta's re-application was not evident in the overnight output. In fact programming follows the pattern of normal FM output, with a slightly higher proportion of 80's "oldies" in place of some more current songs (10% less 90's songs and 10% more 80's - in total 68% of songs from the last 10 years compared with 72% on the daytime FM service).

EKR COASTLINE

EKR Coastline will provide a service different in conception and content:

* EKR will be an independent local radio in the old sense: independently owned and managed and dedicated exclusively to the community it serves. It will also rejuvenate those values in a modern context: research to match its output with local listeners' aspirations, modest overheads in a small-scale licence area.

* Its news, information and features will provide the service that our research shows local listeners want and that wider-scale services cannot and do not seek to provide.

* The backbone of the service, music that listeners say they want, will be a broad mix appealing to listeners of all ages, rather than a polarised selection based on either recent or golden oldies.

Research

Listeners in Ashford/Canterbury confirmed our belief that EKR would be different from their existing choices in our independent research (outlined more fully below).

* In the independent survey conducted after the December 1995 RSL broadcasts, albeit on a relatively small base, 83% of respondents who had listened to EKR felt that if EKR could provide a permanent service it would offer further choice of listening different from other radio services in the area.

* In our 1996 survey, respondents were given a description of EKR's proposed service but had not necessarily had the benefit of hearing its output: 38% felt that EKR would be different from other stations presently available. The proportion rose to 45% among Invicta FM and 46% among Supergold listeners.

* Following the RSL, 80% of those who had listened to EKR said that it would increase their choice of listening if it were able to broadcast permanently.

SECTION III : AUDIENCE AND SUPPORT

20. ANALYSIS OF EXISTING MARKET PLACE

[suggested maximum: two pages] -

Summarise the main findings and conclusions drawn from any background research undertaken into the population of the local area, its demographic and/or economic characteristics and the existing usage of radio services available and list and list the sources used.

Dover and Folkestone are both busy ports and areas of tourism in Kent: 18 million people annually enter the UK through local ports. Many local people are supported by the tourism and travel industries. The local population and visitors find that due to the geographic of this part of Kent, UK radio reception, particularly in the town centres, is sometimes poor.

Radio services from across the Channel are often stronger, or interfere with current UK Stations. We believe that EKR Coastline will, through its locality, cater for this gap in the market place.

EKR 1995 Survey

The broad conclusions from our 1995 analysis and survey showed:

- * Strong listening to Invicta FM, particularly among 15-34's (accounting for 60% of listening) but also 35-44's.
- * Invicta Supergold principally attracting 35-44's, within its overall audience of 35-54's, but failing to attract significant listening among over 55's.
- * Listening to BBC services was stronger in Invicta's TSA than nationally. In particular, Invicta appeared to have profited less from evident decreases in listening to Radio 1.
- * Whilst Invicta FM achieved listening roughly in line with the average for ILR stations (excluding "specialist" stations), Invicta Supergold appeared substantially to under-perform.
- * The survey asked which stations respondents listened to more or less than previously. In particular, this showed a significant decrease in listening to Radio 1 (reflecting Rajar trends). However, Invicta had not benefitted from equivalent increases.

Rajar data

Unfortunately, RAJAR data is only available for Invicta's services across the whole of Kent. Our analysis in 1995, extrapolated from Invicta's coverage and rate cards in East and West Kent respectively, indicated that their services most likely drew better listening in East than West Kent. This supposition was confirmed by our own survey results and from informal sources, but as Invicta still does not publish separate figures we are unable to quantify the difference.

- * Overall, Invicta has gained in both reach and share since the start of Rajar in 1992, with gains on the FM service partially offset by losses on the AM.
- * Invicta FM made a significant gain in 1994, which appeared to be maintained. However, overall figures for Q2-1996 show a decline in reach and share, resulting in the lowest listening for two years.
- * Listening to Supergold has dropped substantially over the period. Despite a slight upswing in the latest figures for Q2-1996, listening is still lower than the same period a year ago, reflecting continuing weakness in the AM service that we identified in our 1995 application.

INVICTA RADIO - RAJAR HISTORY (Kent TSA)								
	Q4-1992	Q2-1993	Q4-1993	Q2-1994	Q4-1994	Q2-1995	Q4-1995	Q2-1996
Invicta FM								
Reach %	24.5%	28.5	28.4	34.2	32.9	32.9	32.5	29.8
Share %	15.1	16.2%	15.3%	21.5	22.1	22.4	21.2	20.7
Invicta Supergold								
Reach %	15.3	16.4	10.9	14.5	12.0	13.3	10.2	12.0
Share %	8.0	7.5	3.9	5.7	6.5	5.0	3.7	4.7
Combined								
Reach %	31.8	35.9	33.5	40.3	37.8	38.6	37.5	34.3
Share %	23.1	23.7	19.2	27.3	27.7	27.4	24.9	25.4

Data for 1995 Quarter 4, the last period for which full data is available, indicate:

* Invicta FM - Audience is principally 15-34, with reach and share peaking among 25-34's. Reach is still significant in 35-44's, although share drops off more rapidly. Compared with the same period in 1994, there was a decline among 15-24's and an increase in 35-44's.

* Supergold principally attracts 35-54 year-olds, peaking among 35-44's. Between Q4-1994 and Q4-1995 Supergold's share dropped from 6.5% to 3.7%, though it appears to have recovered slightly in Q2-1996. The peak at the younger end indicates that the overlap between the services among 35-44's has not been addressed since the re-application. Listeners over 55 appear particularly dissatisfied.

INVICTA RADIO - RAJAR Q4/1995								
REACH	Adults 15-plus			15-24	25-34	35-44	45-54	55-plus
	All	Males	Females					
Invicta FM	32.4	34.2	30.8	48.3	49.6	42.0	29.6	11.1
Supergold AM	10.2	12.0	8.6	10.9	12.4	20.8	15.5	0.5
Combined	37.3	39.7	35.1	52.7	54.9	53.6	36.9	11.8
SHARES	Adults 15-plus			15-24	25-34	35-44	45-54	55-plus
	All	Males	Females					
Invicta FM	21.2	20.8	21.7	31.9	37.9	22.9	19.6	4.6
Supergold AM	3.7	5.2	1.9	1.7	1.7	10.0	7.8	0.2
Combined	24.9	26.0	23.6	33.5	39.6	32.8	27.4	4.8

EKR Coastline 1996 Survey

Our 1996 survey of listeners in Dover/Folkestone as the parallel survey in Ashford/Canterbury, confirmed the overall pattern of listening, although the data are not directly comparable with Rajar. It also confirmed and reinforced the findings from the 1995 survey, undertaken 14 months previously.

EKR COASTLINE SURVEY DOVER/FOLKESTONE - Weekly Listening (July 1996)								
	All 15-64	Males	Females	15-24	25-34	35-44	45-54	55-64
Radio 1	33.7	34.9	32.6	70.0	38.8	25.7	20.8	7.4
Radio 2	16.3	17.7	14.9	4.3	6.3	12.2	25.0	40.7
BBC Kent	12.6	10.9	14.3	4.3	7.5	8.1	16.7	31.5
Invicta FM	57.1	56.0	58.3	72.9	67.8	60.8	58.3	14.8
Supergold	12.9	13.7	12.0	5.7	23.0	23.0	18.1	3.7

* Invicta FM is clearly the leading station in the area, with peak levels of listening among 15-34's. Listening is also significant among older age groups, indeed exceeding that of Invicta Supergold.

* Radio 1's audience is concentrated among 15-24's, dropping among 25-34's and disappearing rapidly thereafter. Radio 2 mostly attracts listeners over 45, indeed principally over 55's. among 35-44's.

* BBC Radio Kent's audience mostly comprises over 45's, especially those over 55. Rajar data shows Radio Kent has consistently lost audience in recent periods - 16% reach in Q2-1996, down from 18% in Q4-1995 and 21% in Q4-1994.

As in 1995, our survey also sought to identify shifts in listening, that do not appear from Rajar data, by asking respondents which stations they now listened to significantly more or less than 6 months ago. Broadly, this indicated continuing turnover in some Radio 1 listening - increase listening principally among 15-34's, accompanied by the loss of some young listeners aged 15-24 and older listeners over 45. Invicta FM showed a net gain, notably younger listeners aged 15-24.

EKR COASTLINE SURVEY DOVER/FOLKESTONE - LISTENING CHANGES (% respondents)								
	Radio 1	Radio 2	Radio 4	Radio 5	BBC Kent	Virgin	Inv-FM	Inv-AM
Listen more	8.9	1.4	1.1	2.0	2.6	1.1	11.7	2.6
Listen less	8.9	5.4	1.4	0.9	4.0	2.0	5.7	1.1
Difference	-	-4.0	-0.3	+1.1	-1.4	-0.9	+6.0	+1.5

21. **EVIDENCE OF DEMAND FOR PROPOSED SERVICE**

Summarise the main findings of any original market research undertaken, or any analysis of existing audience research information, which demonstrates a demand for the type of programme service proposed by the applicant in this local area. If the applicant has commissioned original research, a brief summary should also be provided of the survey methodology, stating who designed the research; when (give actual dates of any fieldwork), where, and by what method any interviews with the public were conducted, and by whom; the sample size and composition. The outline of main research findings provided below should represent a fair and accurate summary of the full results.

[Note: One copy should be supplied, at the time of application, of any detailed audience research report or analysis, from which the summary provided in the main application document has been derived. In addition, one copy should be supplied of any questionnaire used, together with a detailed breakdown of the target and achieved sample composition].

Research

We have conducted 2 detailed surveys of listeners in the area: in 1995 in preparation for the re-advertised East Kent licences and in 1996 with a view to this application. Interviews, fieldwork and date analysis were undertaken for each survey by First Surveys, with questionnaires designed by European Entertainment Consultants.

* In March/April 1995, EKR commissioned a detailed survey throughout East Kent. The locality of respondents' residence was also recorded as part of that survey, enabling geographic sub-analysis. As a preliminary step towards preparation of this application, we re-analysed the data from the 1995 survey for the sub-sample of respondents in the Dover/Folkestone area (face-to-face interviews with 76 adults aged 15-64) Although the sub-sample was relatively similar to those for the whole East area, but also indicated certain factors specific to Dover and Folkestone. The full survey was provided to the Authority in 1995; results from the Ashford/Canterbury sub-group only are submitted with this application.

* A further survey was commissioned in 1996 among 350 listeners aged 15-64 in the Dover/Folkestone area (a similar survey was undertaken in parallel in Ashford / Canterbury) Interviews were again conducted face-to-face, between 12-20 July. The full survey results are appended.

1995 Survey

The principal findings from the 1995 survey showed:

* High levels of "default" listening, particularly among Invicta listeners - over 50% of Invicta FM and 60% of Supergold listeners.

* A deficiency of local news and information. Listeners clearly desired more truly local news and information relating to Dover & Folkestone; on the other hand, they were less concerned with other parts of Kent, even nearby areas. Overall, 30% of respondents felt that no radio station provided sufficient news and information relevant to people in the areas. Including neighbouring Ashford and Canterbury)

* Listeners ideally wanted a music-led station, playing around 75% music minimum, with a balanced mix of recent and older songs.

* A clear preference for a variety of mainstream popular music styles.

* A bias against programmes including unrelated types of music



1996 Survey

To refine our plans and complement previous findings, the 1996 survey was conducted among a larger sample of 350 listeners aged 15-64 in the Dover/Folkestone area.

Coastline FM RSL

In our 1996 survey, 24% of respondents said they had listened to a temporary station in the area. Despite Coastline's RSL broadcasts dating back 18 months to January 1995, 10% of these identified having listened to Coastline - 62% of listeners said they had liked the mix of music and local coverage.

Local opportunity

- * A high level of "default" listening was again evident - 70% of respondents said that they often listened to their present choices because no other station consistently played what they would really like, particularly listeners under 45.
- * An astonishing 76% of Invicta FM and 84% of Supergold listeners said they often listened by default. Figures were also high for BBC services: 72% for Radio 1, 67% Radio 2 and 66% BBC Radio Kent.
- * Nearly half the respondents (48%) felt that no local station provided sufficient coverage of local news and affairs.

Listeners' ideal radio station

We asked respondents to tell us what they felt was most important, what other aspect were important and what was unimportant in their ideal radio station.

- * Music was the single most important feature for a majority of listeners in all age groups - 70% of all respondents, ranging from 84% of 15-24's to 60% or more among older listeners (67% of over 55's)
- * Next most important aspects were: news & information (43%), personality presentation (39%), travel & weather (36.6), variety of music (38%) - the order of preference repeated when most important and other important aspects were combined.
- * The primary importance of music was again evident when respondents most important and other preferences are combined. Overall, 77% of respondents felt music to be the principal feature of an ideal station. Again, response was highest among those aged 15-24 (90%), decreasing slightly with each age group. Nevertheless music remained the principal feature for 68% of respondents 55-64.
- * Unimportant aspects for respondents were: phone-ins, different kinds of music, informative speech and features, new and current music.
- * On average listeners ideally wanted 73% music - 73% wanted a maximum of 25% or less speech. In general, young listeners, particularly 15-24's are least interested in speech items whilst listeners over 25 are progressively more receptive to speech.
- * Listeners in all age groups preferred a balanced mix between recent and older songs, rather than a concentration of either, as proposed by Invicta FM or Supergold..



Music

Experience from the RSL in January 1995 and the research conducted in March/April 1995 showed that listeners preferred a varied but coherent blend of popular music; they were relatively uninterested in hearing unrelated music types or more extreme styles of only narrow appeal. In our 1996 survey we did not re-test unrelated styles, such as jazz, classical or country, seeking rather to refine our music content to provide the coherent mix listeners sought.

- * Listeners again showed that they want to hear a melodic mix of popular music, including current, recent and older songs: classic hits, light adult, contemporary adult, soft rock, soul and current adult, the music types that unite listeners across a broad range of age groups. These are the music types that form the core of EKR Coastline's output.

- * They do not wish to hear music, such as indie, MOR, dance or heavier rock, that has narrower appeal whether by more specialist interest or demographic taste.

- * To assist with the musical coherence, we examined the compatibility of music types in relation to each other. Broadly, listeners who liked one of the core music types also liked the others in that group. However, the extremes were clearly incompatible, just as those who liked these other music types tended to dislike the core music.

We also sought to determine the extent to which listeners would be interested in hearing "specialist" music programmes at certain times, notably in the evening. Whilst 58% of respondents said they would be interested in such programmes, the types of music that they said they would like to hear (oldies, chart hits, rock) suggested that interest was largely limited to more specific programmes featuring aspects of the music they would like to hear at other times. Even in specialist programmes, the least interest was shown for different types of music, such as indie, jazz and country.

Speech

- * Among speech topics, listeners clearly seek news and practical local information. Ranked in order of preference for all respondents: local weather (68%) national and international news (58%), local news and information (50%), local events and leisure (45%), cinema/theatre/shows (38%).

- * Topics listeners said they did not wish to hear were: financial/business news (51%), quizzes & competitions (44%), sports (42%) phone-ins/listeners' opinions (37%).

- * As often found, sports provides a particular challenge. Whilst 30% would like to hear about sport (in vast majority males), an almost equal number would not (42%, principally females).

- * Despite being generally uninterested in speech items, younger listeners were especially interested in news about music & clubs (64%) and cinema/entertainment (66%). Similarly, interviews & debate appeal mostly to listeners over 45 and phone-ins to over 55's.

- * Further questions were put to respondents about phone-ins. Whilst 36% said they would be interested in phone-in programmes about local issues, 63% were uninterested. Programmes about national issues fared worse, with 78% uninterested.

Local news & information

- * Overall, news and information was the most important aspect after music.

- * 59% of listeners prefer news bulletins hourly throughout the day.

- * 57% of respondents were interested in specific local news at lunchtime, notably listeners aged 35 and up peaking at 74% of 55-64's. Further 43% were interested by a daily local news magazine interest again peaking among older listeners who constitute a significant proportion of the area's population.

- * As first indicated in our 1995 survey, listeners wanted more information than at present about the area in which they live, Dover & Folkestone, rather than even neighbouring or other parts of Kent (including nearby Ashford & Canterbury)

EKR's Coastline's blend of balanced music and locally-led news and information is designed to meet the demand shown by the research. Overall 75% of respondents said that they were likely to listen to EKR, confirming not only the strong local demand for the service but also the likely success of EKR Coastline. Significantly, support was evident almost evenly across all age groups and among both males and females.

EKR COASTLINE DOVER/FOLKESTONE - % Respondents Very likely/Likely to listen									
All 15-64	Males	Females	15-24	25-34	35-44	45-54	55-64	ABC 1	C2DE
74.8	69.2	80.6	75.7	83.8	70.2	76.4	64.8	71.5	76.5

Local tastes within East Kent

It is highly significant that listeners in Dover/Folkestone were relatively uninterested in news about neighbouring parts of Kent, except to an extent Canterbury which is regarded by most people in East Kent as the "real" country town. Equally, our similar research in Ashford/Canterbury showed almost the reverse. Neither were very interested in other parts; indeed they would prefer to hear less about those areas than at present!

EKR SURVEYS - NEWS INTERESTS (5 respondents)						
	ASHFORD/CANTERBURY			DOVER/FOLKESTONE		
	More	Less	Diff+/-	More	Less	Diff +/-
Ashford	44.3	22.0	+22.2	16.3	24.9	- 8.6
Canterbury	60.6	15.1	+45.5	39.4	16.0	+23.4
Dover	17.7	35.1	-18.0	62.3	10.0	+52.3
Folkestone	18.0	34.6	-16.6	47.1	13.7	+33.4
Broadstairs	10.0	39.1	-29.9	6.9	31.1	-24.2
Maidstone	16.6	34.6	-18.0	12.0	32.0	-20.0
Margate	10.9	40.6	-29.7	8.3	34.0	-25.7
Medway	8.9	45.4	-36.5	4.0	40.9	-36.9
Ramsgate	11.1	36.0	-24.9	8.0	34.9	-26.9
Sevenoaks	5.1	52.3	-47.2	2.9	47.1	-44.2

Clearly, listeners in each area want more local information, specifically relevant to their locality. In our view, this does not mean that listeners in these areas do not care what happens elsewhere - national and international news was among the most important features sought by respondents. Rather, it shows the particular need for local information that is not presently served by the Kent-wide services offered by Radio Kent or Invicta. This was confirmed by Dover/Folkestone listeners' interest in specific local news programmes at lunchtime and 43% in an extended evening news magazine.

On the other hand, the musical preferences of listeners in both areas were almost identical, both in terms of what listeners would like to hear on the radio and what they do not want. There were, of course, differences in the absolute scores between the two samples; but the importance is the relativity of scores within each sample. The types of music that EKR will play in Ashford/Canterbury and EKR Coastline are the same that listeners in both areas wish to hear.

EKR SURVEYS - MUSIC PREFERENCES (% respondents)							
ASHFORD/CANTERBURY				DOVER/FOLKESTONE			
	Like	Dislike	Diff +/-		Like	Dislike	Diff +/-
1. Classic hits	40.0	15.7	+24.3	1. Classic hits	48.6	13.1	+35.5
2. Light adult	39.1	20.6	+18.5	2. Light adult	47.1	14.3	+32.8
3. Contemp.rock	34.9	24.3	+10.6	3. Contemp. adult	45.4	18.0	+27.4
4. Soft rock	30.9	22.3	+ 8.6	4. Soft rock	41.7	16.6	+25.1
5. Soul	29.7	21.1	+ 8.6	5. Soul	40.3	14.9	+25.4
6. Current adult	26.3	20.6	+ 5.7	6. Current adult	35.1	14.9	+20.2
7. 50's/60's gold	22.6	25.7	- 3.1	7. 50's/60's gold	22.9	30.9	- 8.0
8. Top 40 pop	14.3	26.0	-11.7	8. AOR rock	18.6	29.7	-11.1
9. AOR rock	12.0	33.1	-21.1	9. Top 40 pop	18.0	25.1	- 7.1
10.MOR	11.7	42.9	-31.2	10.MOR	14.6	48.0	-33.4
11.Indie/pop rock	8.9	48.0	-39.1	11.Indie/pop rock	9.7	52.6	-42.9
12.Dance	5.7	35.4	-29.7	12.Dance	6.9	36.3	-29.4

EKR's objective is therefore to provide the types of music that listeners demonstrably want, similar in style in Dover/Folkestone and Ashford/Canterbury with local presentation at appropriate times. EKR Coastline and EKR will therefore be able to devote resources greater than would otherwise be possible to providing the specific local content that is clearly the distinguishing need for listeners.

Presenters with personality were important in an ideal radio station for listeners in both areas - 66% of listeners in Ashford/Canterbury (third most important after music and news) and 60% in Dover/Folkestone (also third most important after music and news). Separate presentation at important times will ensure the local relevance of presentation, comment and "gossip".

22. SIZE AND COMPOSITION OF EXPECTED AUDIENCE [suggested maximum: two pages]

a) What is the adult (aged 15+) population of the Total Survey Area (TSA) within which it is intended to measure the listenership of the service? provide an estimate of the "weekly reach" which the service is expected to achieve (i.e. the percentage of the adult population of the TSA listening to it in the course of one week) during the first year on air, together with the anticipated average weekly hours of listening. If audience figures are expected to be different during the second and third years on air, provide forecasts of these. Outline the basis on which estimates have been calculated, and any assumptions taken into account.

We have conducted detailed engineering studies of numerous transmission sites in the area, with the twin aims of maximising the coverage of the service and minimising duplication with other potential areas that may be covered by the small-scale licences in East Kent. In this way we believe EKR Coastline's proposed service (and the related EKR proposal for Ashford/Canterbury) will maximise the choice offered to listeners by the new licences by spreading them as widely as possible with minimum overlap, as well as enhance viability. Based on the engineering plots we obtained, we established the non-overlap post code areas and sectors covered and commissioned RSL to provide the population profile according to norms used for Rajar. This resulted in an 15-plus adult population for the Dover/Folkestone area of 134.3. Subject to obtaining necessary clearances and to engineering test transmissions, which may indicate some adjustments, we expect the following TSA:

EKR DOVER/FOLKESTONE - PROSPECTIVE TSA							
	Adult 15+	15-24	25-34	35-44	45-54	55-64	65-plus
Males	64,262 100%	9,896 15.4%	11,953 18.6%	10,475 16.3%	10,796 16.8%	8,161 12.7%	12,981 20.2%
Females	70,038 100%	9,105 13.0%	10,996 15.7%	10,296 14.7%	10,646 15.2%	8,545 12.2%	20,331 29.1%
Total	134,300 100%	19,045 14.2%	22,964 17.1%	20,805 15.5%	21,416 15.9%	16,700 12.4%	33,370 24.8%

The research clearly demonstrates demand and support for EKR's proposals. However, we have not simply extrapolated audience projections mathematically from the survey data, which would require the introduction of a number of largely unquantifiable hypotheses. Rather, in addition to the strong expressions of likelihood and frequency of listening, we took account of a range of features: the competitive situation in the marketplace; the experience of similar-sized stations in other markets; competition from DAB or other new services; the introduction of Channel 5, etc. We are therefore confident that our projections are both reasonable and achievable.

EKR COASTLINE - AUDIENCE PROJECTIONS (avg)			
	YEAR 1	YEAR 2	YEAR 3
TSA 000's	134	134	134
Reach %	21.5	27	29.5
Reach 000's	27	34	37
Average Weekly Hours	8.5	9.0	9.5
Total Weekly Hours 000's	230	306	552



b) Is the proposed service likely to appeal especially to certain age-groups within the population? If so, state which and provide estimates of weekly reach and average listening hours among each age-group, during the first year on air. Similarly, if there are other particular target-groups within the population (including ethnic minority groups) towards which the service will be especially directed, provide estimates of weekly reach and average listening hours among these sections of the population, as appropriate. Outline the basis on which estimates of audience profile have been calculated.

EKR Coastline will not specifically target a segment of the population; it is designed for local listeners of all ages. Its wide appeal was clearly confirmed in the research, with overall likely listening almost equal across all ages groups.

EKR COASTLINE DOVER/FOLKESTONE - LIKELY LISTENING (%respondents)								
	All 15-64	Males	Females	15-24	25-34	35-44	45-54	55-64
Very likely	25.7	20.6	30.9	24.3	28.8	27.0	26.4	20.4
Likely	49.1	48.6	49.7	51.4	55.0	43.2	50.0	44.4
TOTAL	74.8	69.2	80.6	75.5	83.8	70.2	76.4	64.8
EKR ASHFORD/CANTERBURY - FREQUENCY OF LIKELY LISTENING (%likely listeners)								
5-7 days	59.5	62.8	56.8	54.7	56.7	69.2	58.2	60.0
3-4 days	21.8	15.7	27.0	26.4	22.4	19.2	21.8	17.1
1-2 days	14.1	18.2	10.6	15.1	14.9	9.6	16.4	14.3

Among those very likely to listen, support was marginally stronger among listeners 25-45. Further, 43% of those likely to listen said they would do so every day - 81% would listen regularly, at least 3 days a week. The strongest listening intentions, those who would listen every day, were spread across listeners aged 25-64, peaking among 25-54's.

Taking account of the survey data and other factors, we broadly expect the following audience profile in year 1.

EKR COASTLINE DOVER/FOLKESTONE YEAR 1 AUDIENCE PROJECTION							
	Adults 15+	15-24	25-34	35-44	45-54	55-56	66-plus
TSA	134	9.9	11.9	10.5	10.8	8.2	13.0
Reach %	21.5	22.0	23.0	24.0	23.0	21.0	18.0
Reach 000's	28.9	4.2	5.3	5.0	4.9	3.5	6.0
Average weekly hours	8.5	8.0	8.5	9.0	9.0	8.5	8.0
Total weekly hours	245	33	45	45	44	30	48

c) From which existing radio services in particular is it expected that listeners to the proposed service will be attracted?

In the absence of competition from other local services, Invicta leads listening in East Kent, though the level of default listening noted before indicates that many listeners will welcome further choice. Obviously, some listening will be attracted from Invicta's stations, as the impressive level of likely listening indicates. Listeners to BBC Radio Kent and to Radio 2 were also particularly likely to listen. It is therefore likely that EKR will expand commercial radio's share of listening, in common with experience in other areas that have benefitted from more than one commercial station or duopoly "split".

EKR COASTLINE DOVER/FOLKESTONE LIKELY LISTENING (% respondents)								
	All 15-64	Radio 1	Radio 2	Radio 4	Radio 5	BBC Kent	Inv-FM	Inv-AM
Very likely	25.7	26.3	22.8	13.9	26.7	29.5	34.0	22.2
Likely	49.1	50.8	49.1	41.7	60.0	52.3	51.1	57.8
TOTAL	74.8	77.1	71.9	55.6	86.7	81.8	85.5	80.0

Our survey asked those likely to listen to EKR Coastline how this might affect their present listening habits. Overall, 23% of respondents said they would listen more to the radio, whilst 55% would share their listening by listening less to their existing choices and 8% would switch listening. Adding EKR Coastline to listeners choices is therefore likely to create some new listening to the radio, particularly among those over 45. The majority of other listeners would reduce listening, but not change completely, likely to reduce existing stations' listened hours but have less effect on reach. It appears that EKR Coastline will convert many who presently listen to BBC Radio Kent - 22% of likely listeners who currently listen to Radio Kent said they would switch stations completely, compared with 8% overall.

EKR COASTLINE DOVER/FOLKESTONE - LISTENING HABITS (% likely listeners)								
	All	Male	Female	15-24	25-34	35-44	45-54	55-64
Listen more	23.3	24.8	22.0	24.5	22.4	28.8	18.2	22.9
Listen less	55.3	53.7	56.7	64.2	55.2	46.2	56.4	54.3
Stop listening	8.0	6.6	9.2	5.7	6.0	11.5	9.1	8.6
	All15-64	Radio 1	Radio 2	Radio 4	Radio 5	BBC Kent	Invicta FM	Invicta gold
Listen more	23.3	23.1	19.5	10.0	19.2	19.4	21.6	33.3
Listen less	55.3	62.6	51.2	50.0	61.5	44.4	56.1	50.0
Stop listening	8.0	6.6	4.9	0.0	7.7	22.2	8.2	8.3

23. APPLICANT'S PROMOTIONAL AND CONSULTATIVE ACTIVITY

[suggested maximum: one page]

Describe any activities undertaken by the applicant in order to enhance its local involvement, or to generate awareness of its proposals and interest in them locally, or to consult particular organisations, individuals and/or the public generally about requirements from a new local radio service (other than by formal audience research, covered Q.21)

A successful competition was launched in March 1995 through 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 will be used to keep these potential listeners informed.

Over the last two years, prominent advertisements were placed in Adscene and all Kent Messenger Group newspapers covering the Canterbury/Ashford and Dover/Folkestone areas. 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 this ongoing campaign which was started in 1995 was submitted to the RA in our ILR East Kent application last May. Further replies have been selected from the continuous and strong on-going response which this campaign has generated and they can be found in the local support annex.

In January 1995 Coastline FM ran a one month RSL broadcast. This RSL achieved high levels of local awareness and was run in a professional style. It presented an entertaining mix of wide ranging music and local news items. (See RSL annex)

As of March this year the East Kent Radio team have been organising presentations to the Chambers of Commerce, County Councils and the general public which have been held throughout the area. These promotional campaigns are an ongoing process booked through to the end of the year.

A meeting has been arranged to Shepway Council who have already received information about our bid.

All members of the Kent Chamber of Commerce have been written to, individual correspondence with local Government, Educational and Voluntary Establishments, Local Businesses both large and small, have been informed of our proposals and invited to comment and contribute. A selection of letters can be found in the local support annex.

24. LOCAL SUPPORT FOR APPLICANT

[suggested maximum: two pages]

List any local organisations, prominent individuals (including elected representatives), etc. who have offered their support to this licence application. (One copy only of each letter of support which the applicant considers significant may be submitted with the application, as a separate appendix). Describe any practical involvement or assistance from local organisations, etc., which is expected to contribute significantly to the programme service or other aspects of the station's operation.

EKR Coastline have 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 local response received:

Shepway Chamber of Commerce & Industry
 Gopak Limited
 Periwinkle Press
 The London Fancy Box Company
 Angela Hirst (Surveyors & Valuers)
 Shepway District Council
 Lacron Limited
 Howletts & Port Lympne (Wild Animal Parks)
 Dover District Volunteer Bureau
 Deal Volunteer Bureau
 Denne (Builders)
 Trinity Lodge
 Radiocommunications Agency
 N Blanland (Listener)
 Louise Collins (Listener)
 Andrew Sillwood
 Malcolm E Tullett (Listener)
 Anne Collins (Listener)
 Margo Waardenburg (Listener)
 Tamar File (Listener)
 Glen Stephens (Supporter)
 Bertie Ponting (Listener)
 Chris Cheesman (Supporter)
 Ian Abrey (Supporter)
 The Greek Community (Supporters)
 George Thompson (Supporter)
 Adrian Martin (Supporter)
 Jules Enderby (Supporter)



25. AUDIENCE RESPONSE

[suggested maximum: half a page]

By what means would the station expect to keep in touch with the views of its listeners, and obtain local feedback about the service provided?

EKR Coastline 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 Coastline programming.
- * Include a number of interactive programme elements in the EKR Coastline 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 Coastline 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 27, 38, 39 and financial forecasts at question 43, within the following section of the application document.

EKR Coastline will be a wholly owned subsidiary of EKR Limited. The two companies will trade separately under their own names, but will be financed collectively. Accordingly, the information provide in this section is applicable to EKR Coastline Limited and EKR Limited combined.

26. SUMMARY OF BUSINESS PLAN [suggested maximum: three pages]

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.

1. General

EKR aims to provide a viable locally based business serving local needs and providing greater listening choice. Professionalism in all areas of operation will be the key to ensuring that programming is attractive to the listeners, to ensuring that costs are tightly controlled and that revenue targets are achieved. Our strategy is based on careful market research and knowledge of East Kent. The assumptions in the business plan are prudent, particularly in the first two years of operation. The operation has been structured in order to maximise the quality of its local service, sharing resources where this enhances the quality of output for listeners. We are confident that our plans are realistic and achievable. We believe we may surpass these objectives, but have sought to avoid over optimism seen so as to ensure the viability of the venture.

2. Sales and Marketing

Clearly East Kent has tremendous potential for local advertising. With many media options available to local advertisers yet to date only one local commercial opportunity. Having presented to numerous small medium and large businesses (see our letter of support annex) they all welcomed the idea of a news radio station that would give them tightly focused campaigns with little wastage.

This local market we strongly believe can be grown by nurturing the local concept.

It is our intention to recruit and train a team of highly motivated sales professionals who will be led by an experienced Sales Director who knows the area and the businesses within it.

3. Audience

Kent appears to be lagging behind other parts of the country in that BBC services enjoy higher market shares than elsewhere. There is scope for improvement of the performance of commercial radio and space for new services. Our projections of reach and hours are realistic, with the station reaching its potential only in the third year, taking account of the position of Invicta and the resurgence of BBC Radio 1. We have been encouraged by the performance of other smaller stations and the penetration they have achieved.



4. Revenue Trends

Commercial radio has seen an increase in revenue during the last two years of over 50% and with the rapid growth over the last four years is no longer "the 2% medium". Now achieving 4.5%, radio seems set to attain the 5% objective earlier than many have predicted. This rapid and sustained growth means that radio is the UK's fastest growing medium, for four years in a row. Estimates for 1996 indicate further growth ranging from 14-20%.

Much of this growth can be attributed to the introduction of the national, commercial and regional services, as well as new local stations. National advertising tends increasingly to be concentrated on the national and larger metropolitan stations, a trend we see continuing. However, smaller UK stations have also clearly benefited from radio's growth. Whilst EKR will derive the large majority of it's revenue from local sales, the enhanced profile of radio has brought new advertisers to the medium. This, coupled with the opportunity to create efficient local "packages" without "wastage", makes us confident of attracting the necessary local advertising support. Our RSL experience confirmed this and the interest from local businesses (expressed in the letters contained in our support annex).

In assessing revenues realistic costs per thousand have been adopted together with the modest real increase rate of 1.5% per annum. These are well below what is being achieved elsewhere in the region.

It is expected that the local advertising income delivered will be subject to seasonal variations over the year. The following is an indication of the monthly trends:

<u>MONTH</u>	<u>% REVENUE</u>	<u>MONTH</u>	<u>% REVENUE</u>
January	6.5%	July	8.4%
February	6.5%	August	8.2%
March	8.7%	September	8.5%
April	8.9%	October	8.8%
May	9.1%	November	9.2%
June	8.7%	December	8.5%

However, the lack of a concrete starting date means that it has not been possible to reflect these seasonal trends within our forecasts, but we have assessed that these fluctuations will have no material effect on our overall revenue projections and cash-flows.

5. Operations

The operation of the station will take advantage of state-of-the-art technology, including a digital playout system with a two-way split allowing "branding" for Ashford and Canterbury. However, the aim is not to create an automated station but an operation in which human resources are dedicated as far as possible to the programmes and the quality of output. Professional staff will be multi-skilled and provide cover for absences; training will be provided to enable staff to expand their skills appropriately. A self-financing profit-sharing scheme will be introduced for employees.

6. Ownership of Radio

Recent years have seen the concentration of the radio industry in the hands of a few large groups. Kent is, unfortunately in our view, a prime example. Relaxation of ownership restrictions in the recent Broadcasting Act seems likely to continue and indeed accelerate this trend. We believe the listener is not always best served by this process and that there is a place for smaller, independently-controlled local stations like EKR to flourish in a competitive market place.



7. Future Development

EKR's priority is to serve a local need. Accordingly, the Board will focus its energies and resources in the development of radio in East Kent.

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27. FINANCIAL FORECASTS AND ACCOUNTS

[for all this and all subsequent questions in Finance section, use as much space as proves necessary]

(NOTE: In presenting financial forecasts and accounts in the application document, it is not necessary for applicants separately to reproduce the detail of the information requirements listed below).

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 confidential 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 confidential 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 confidential Financial Annex

28. FINANCIAL REQUIREMENTS AND SOURCES - EKR GROUP

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)	417.7	-
(ii) Other pre-operational expenditure	309.6	
(iii) Working capital (at on-air date)	122.7	-
TOTAL:	<u>850.0</u>	

Detail the sources of finance to meet these requirements:

(i) Share capital	850.0
(ii) Loan stock/medium term borrowing	N/A
(iii) Leasing/HP facilities (capital value)	150.0
(iv) Bank overdraft	200.0
(v) Grants and donations	N/A
(vi) Other (please specify)	N/A
TOTAL:	<u>1,200</u>

29. FIXED ASSETS - EKR GROUP

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>
Fixtures & Fittings/Office Equipment	62.9
Studio Equipment	179.8 (62.0 Leased)
Transmitter Equipment	95.0 (88.0 Leased)
Other Assests	
* Building Works	80.0
Total £	<u>417.7</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'.

30. SHARE CAPITAL
(East Kent Radio Limited)

Classes of share capital:

	Number	Par Value	Issue Price
Ordinary Voting Shares:			
Founders:	280,000	10p	nil
Investors:	850,000	10p	100p
Total Voting Shares:	1,130,000		

31. LOAN STOCK

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

N/A



32. PROPOSED INVESTORS (East Kent Radio Limited)

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 lay-out altered, if necessary).



Please see separate confidential Financial Annex

33. 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.

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

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. All personal investors providing 10% or more of the required funding should, in addition, supply a letter of reference from their bank, accountant or lawyer, confirming that they have access to the funds required to make the investment proposed.

34. 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 have been received from potential investors to fund more than one hundred percent of the capital required. It is anticipated that a prospectus will be issued shortly after the award of the licences and the expenses of this are included within the pre-operating costs budget. Short term funding requirements before the receipt of the proceeds of the share issue will be met by short term loans from the founders.

There is no current intention to have share capital publicly quoted.

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.

35. 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.

Barclays Bank PLC, Canterbury have conditionally agreed to extend **East Kent Radio Limited/EKR Limited** a £200,000 overdraft facility - a copy of their facility letter is included within the confidential Financial Annex. It is envisaged that in the short term East Kent Radio will use none of the available facility. It has been negotiated solely to allow for any adverts sensitivities in revenue or cost assumptions.

Barclays Bank have offered through their subsidiary Mercantile Credit leasing facilities amounting to £150,000 for East Kent Radio Limited..

37. 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.

38. 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.

Please see separate confidential Financial annex.

39. 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.

Please see separate confidential Financial annex.

SECTION V : ENGINEERING

40. TRANSMISSION SITE(S)

[for this and all subsequent questions in Engineering section, use as much space as proves necessary]

Where is it proposed to locate the transmitter and the mast/aerial? Give details of the actual aerial pattern and radiated power level proposed. Describe the site, give its address and grid reference, and state the reasons for selecting this site. A professionally conducted projection of anticipated coverage, meeting the criteria and constraints set out in the Authority's coverage brief, should be provided. If the licence is sought for the use of frequencies at more than one transmission site, to provide contiguous coverage, provide details for each site.

EKR Coastline

To provide contiguous coverage to the Dover/Folkestone area we propose to operate from two transmitter sites. After an extensive Engineering survey which included looking at the current Invicta radio site at Church Hougham, the most satisfactory solution, bearing in mind the difficult terrain, was to use two transmitters. A single transmitter site at Hougham (NGR TR274397) of 100 watts erp would give a poor service to the west side of Dover town and the east side of Folkestone poor coverage. Indeed, even the power levels of Invicta at 250 watts per plan does not give ideal coverage to these areas, due to shadowing.

We therefore propose to site the first transmitter at Guston in Dover (NGR TR320436). Total erp is 100 watts (100 watts vertical polarisation), on a frequency to be allocated. The mast height is 35 meters AGL and the site height is 124 metres. The aerial design would use a directional pattern to restrict coverage and out-going interference as indicated in the coverage brief (see pixel plot overleaf). We would wish to discuss further the final choice of pattern with the RA; for example it may be possible slightly to increase the signal in the Temple Ewell valley (along the old A2 route out of Dover).

The second site would be situated on the BBC mast at Crete Road East, (NGR TR229382) and cover the Folkestone and surrounding areas. The location overlooks Folkestone from the north of the town near Hawkinge. Total erp is 100 watts (100 watts vertical polarisation) on a frequency to be allocated. The coverage brief (Qu.8) suggests there may be a frequency available on 96.4 mhz, and in our view this would be ideally suited for this site. The mast height is 30 meters AGL and the site height is 160 metres. Again a directional aerial pattern may be required to satisfy the out-going interference restrictions as indicated in the coverage brief particularly towards France. The proposal will provide contiguous coverage for the Dover and Folkestone areas. (see pixel plot overleaf).

Please refer to Engineering Annex

41. 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 SBS, NTL or Alice Soundtech under the supervision of Peter Leutner. Dave Stanley at SBS or Dick Buckle at NTL will be responsible for ensuring compliance with the Authority's engineering code. 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 capital and operating costs. The transmitter sites will include standby generators or alternative electrical supply.

The two 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 are 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).

Please refer to Engineering annex for detailed breakdown of transmitter equipment and costs

42. 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.

Companies such as SBS or NTL will monitor, maintain and repair the transmitters as required under the terms of a maintenance contract. We believe this company are well known to the Radio Authority for their expertise in this field.

43. **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 studio location in Folkestone. Negotiations have been initiated for an option on a new lease, to EKR Coastline Limited on the winning of the licence, through Estate Agents, Fell Reynolds. The premises are situated on the coast at Sandgate, Folkestone. The accommodation is on three floors including a well isolated basement with high ceilings (once a Bank Vault) ideal for the Studios. The accommodation is approximately 2,047 square feet.

Identified premises: 78 Sandgate High Street, Sandgate, Folkestone, Kent.

FOLKESTONE STUDIO CENTRE

Studio Floor Plan:

44. 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 an outside contractor; if the latter, state who (if known) and summarise previous experience. Indicate what allowance has been made for anticipated cost 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.

Peter Leutner will have the responsibility for supervising the Studio installations using a number of well established contract specialists in this field. He has been involved with many new studio installation projects including a Sound Dubbing studio at TV-am, a Audio Video Post Production Studio in Ealing West London and Planet 24's Studio transmission complex for Channel Four.

The anticipated capital and operational costs are shown in our confidential financial annex.

He intends to contract a company such as Clyde Electronics, Sonifex or Alice Soundtech Plc to design, build and install the technical equipment for the studios. Recently, Alice were responsible for the Virgin Radio and Country 1035 AM installations and it is believed the Radio Authority are aware of that Company's experience in such matters.

He also intends to use a company such as East Lake Audio or Alice to design and build the acoustic rooms. Alice, for example, 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 the studio equipment in the hands of our contract supplier on a contract basis. Companies such as Alice who 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 and KFM. The contract would include regular preventative maintenance visits together with round the clock telephone support and call out facilities. Access to mobile engineers who are fully equipped with the necessary tools, test equipment and the supply of all relevant spare parts would be a part of the contract.

Peter is also an accomplished front line Engineer.

CONCLUDING SECTION

45. READINESS DATE

What is the anticipated time-lapse between the award of the licence and the start of broadcasting? What are the main factors that will determine readiness date?

We anticipate the lead time to be approximately 6 months and would be looking for an "on-air" date in the late Spring of 1997. assuming all necessary frequency clearances had been obtained).

46. "FIT AND PROPER PERSONS"

In pursuance of its duties under Section 86(4) of the Broadcasting Act 1990, the Authority requires that applicants should, at the time of making this application, notify the Secretary to the Authority in confidence of any matters which might influence the Authority's judgement as whether:

(1) any director of the applicant group;

(2) any individual, or any director of a company, who will have an interest of 30 per cent or more in the applicant group;

may not be considered a "fit and proper person" to participate in a radio licence. Such matters would include, for example, any unspent conviction for an offence committed within ten years before the date of this application, or any undischarged bankruptcy order issued during this period. If applicants are in are in any doubt about this requirement, they may consult the Secretary before the closing-date for applications.

The Directors of East Kent Radio Limited are all "fit and Proper Persons". No one individual will have an interest of 30% or more.



46. 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 within the past five years of an unlicensed broadcasting offence 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.

I further certify that, to the best of my knowledge, any matters which might influence the Authority's judgement as to whether the directors and substantial shareholders involved in this application are fit and proper persons to participate in a radio licence have been made known to the Secretary to the Authority.

Signed

Chairman

Date

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NOTES

- 1) An application should only be submitted in response to public advertisement by the Radio Authority that a licence for a given area is available.
- 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, in 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).