



WEST FM & WILD WEST RADIO

A Sound future for Devon

Section One

General

PROGRAMMING

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6. BOARD OF DIRECTORS

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

- name
- whether executive or non-executive
- home address
- age
- nationality
- occupation
- 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

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

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

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

ALEX GRENFELL

Chairman
Non Executive

46
British
Managing Director
Suttons Seeds Ltd, Torquay

Alex originally qualified as an accountant in the late 1960's, and soon moved into industry from 1973, where the 'hurlly burly' of commercial life somehow proved attractive. Fourteen years were then spent in the consumer electronics industry (Television, Video Recorders etc.), originally as part of the Rank Organisation, moving through a joint venture, and finally into a fully Japanese owned business - Toshiba. In that time Alex always maintained a strong general business/product bias and left the industry in early 1988 when a Commercial Director.

The move to Suttons Seeds that year was on the back of the potential for a wider role and, from January 1989 Alex was appointed Deputy Managing Director and the following year he became Managing Director. Suttons Seeds is a 'household name' in the garden industry based in Torquay since 1976, and a major employer in South Devon. Both the company and Alex himself is very committed to the prosperity of the area, and a strong local media presence is clearly key to that.

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JOHN BROCKS

Chief Executive
Executive

36
British
Managing Director
Lantern Radio Ltd
No other Directorships in last 5 years

Managing Director of Lantern Radio Ltd since May 1992. Mr. Brocks pioneered and wrote the application which won the North Devon radio franchise in 1991. Since Lantern Radio commenced broadcasting in October 1992 it has achieved a 37% reach and 13.4 average listening hours per week in a dipstick survey of a 501 sample carried out by Entri Research. This indicates the station has amongst the highest listening levels in the South West. The same can be said for revenue achievement with an average of £2.65 per adult being achieved in the station's first year of operation. Previously Mr. Brocks was a radio/television presenter, journalist and voice-over with a professional background spanning more than 16 years. He has an unusually wide practical knowledge of the radio industry's key areas : Administration, Sales, Presentation and Journalism. This experience has been gained at LBC Radio, DevonAir Radio, Swiss Radio (SBC), Austrian Radio (ORF), County Sound Network, Pennine Radio, Radio Mercury and Sky One Television. Most relevant is the 8 years he spent at DevonAir Radio (1980-1988). He joined as Traffic Manager and part-time Presenter and designed the UK's first "twin station" Traffic System for scheduling commercials. This has now been universally copied and adapted for computer operation. During the first 3 years he trained 6 Traffic Managers for other radio stations and developed an extensive knowledge of computers. After a 6 month break working as a presenter/journalist in Switzerland he returned to DevonAir as full-time Presenter and part-time Sales Executive. By 1988 he had become Senior Presenter and Business/Finance Editor. He left DevonAir disillusioned with the way corporate ownership had diminished broadcast quality and local service. For the purposes of this application it is worth noting there are few people who have as much practical experience of broadcasting in Devon as Mr. Brocks.

MICK KUSMIDROWICZ

Non Executive

41
British
Company Director & Media Manager
Bray Leino Ltd
Entri Research Ltd

Mick started his commercial activity at Equity & Law working in the life assurance and pensions policy writing department before moving on to Equitable Life as an underwriter. However, it became quite clear early on in Mick's career that his creativity was worth a lot more than writing policies! He engineered a job at Ted Bates as a Media Buyer when Bates was the eighth largest Advertising Agency in the world. At Bates he worked on accounts such as Seiko Watches, Watneys, Olympia Business Machines, UDT and Peugeot Cars. He then moved as a Media Group Head to French Gold Abbott to Work on COI Army Recruitment, Chrysler, Fisher-Price and others. In 1980 he joined Bray Leino as Media Manager and has been a part of the dramatic growth and success of the Company which now handles major accounts like Champion Spark Plugs, Simoniz International, Red House Books, Pollards Ice Cream, Vospers, and Dartington Crystal. As well as being a media enthusiast Mick has developed a keen interest and understanding of market research and was instrumental in setting up Entri Research in 1988. This experience will be of enormous value to Wild West's sales operation. Mr. Kusmidrowicz has extensive knowledge of media as a result of buying radio and television. He also spearheaded Lantern Radio's very successful promotional launch campaign



IAIN MACAULAY BA, CA *Finance Director (part-time)*

37

British

Chartered Accountant (Scotland)

Self employed accountant

Iain currently operates his own Accountancy practice specialising in raising funds for new and growing enterprises, and crisis management. His wide and varied career has taken him from the Lebanon, South Africa, Scotland and now to Devon. Iain qualified with Thomson McIntock & Co (now Peel Marwick) in 1980 following a degree in Economics and Accountancy. A year later he moved to Whinney Murray to specialise in audit work with large institutions. From there he served with Ernst & Whinney as Audit Manager in both South Africa and the UK, specialising in large company audits, including BP Southern Africa, Cementation Construction (Consolidated Goldfields) and the Epwin Group (Europlas etc). Returning to Scotland to become Managing Director of his family business, farming Atlantic Salmon, he won National Westminster Bank's Young Businessman of the Year award 1986. This work included the co-ordination of fourteen separate sea sites, producing two tonnes of smoked salmon a week. Iain's duties included raising development capital at all stages of expansion of the business, to overseeing production and developing a marketing strategy to achieve exports in Europe and the Middle East. Iain then joined Ernst & Young's Corporate Advisory Division in Exeter, providing detailed advice on financial and organisation opportunities and problems, bank investigations and viability studies. Last year Iain was appointed European Financial Accountant at Ertl (UK) Ltd., part of the Hanson Group, and spearheaded the development of bespoke software. Following a re-appraisal of Hanson's strategy he left to commence his own business, which has rapidly established a flourishing client base. Iain's extensive knowledge of the financial world brings outstanding expertise to the WILD WEST team.

LEEMAN WALKER *Non Executive*

53

British

Managing Director (currently MD at Ernest Jackson)

Pollards Cornish Ice Cream Ltd (from October 1993)

A rapid progression through the marketing ranks of the confectionery industry leading to senior management has been the hallmark of Lee's highly successful career to date. First employed as a Trainee Salesman in the 1950's, he moved through numerous marketing and distribution positions "learning the ropes". Each position a challenge, yet mastered quickly by natural business acumen and ability. Lee's career in sales and marketing leapt upwards in 1972, with the rise to Sales and Marketing Manager for Hale Trent Limited - a subsidiary of Fitch Lovell. Next, came the broader challenge of General Management. Appointed at Allied Lyons as General Manager of Cake and Biscuit Division, his responsibilities included management of a van sales force of 460 and associated support staff.

The move to Ernest Jackson, a dedicated confectionery subsidiary in 1986 proved the beginning of Lee's most successful business triumph. As Managing Director he steered the company through a dramatic period of growth, and instigated the acquisition of such famous brands as Zubes and Victory V. Now as a result of pending re-organisation within the group, he is once again looking to apply his experience and broaden his business horizons having accepted a position as Managing Director of Pollards Cornish Ice Cream Ltd from October 1993.

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7. EXTERNAL ASSISTANCE

Provide details of any companies or individuals, other than the applicant, who have provided assistance to the applicant, their group, whose application has been considered.

CONFIDENTIAL CATEGORY 1 (Please see separate submission)

SALES DIRECTOR

Position to be advertised.

It is felt that this position will be of utmost importance to Wild West which is why the radio station will be offering an attractive remuneration package for the right person. Wild West would want to secure the best candidate as soon as the licence has been awarded. It is believed through advertising will attract the calibre of candidate required and that a licensed radio station will receive a larger and better quality volume than a consortium. It is envisaged that the candidate would be employed initially as a Sales Manager and once a successful probationary period has elapsed be elected to a Board position.

Mr. [redacted] has represented Wild West in the past and has been successful in securing the licence for Wild West.

Mr. [redacted] has represented Wild West in the past and has been successful in securing the licence for Wild West.

****COMPANY SECRETARY ROBERT POCOCK**

****Please see details under answer to Question 26 "Local Support For The Applicant"**

8. APPLICANT GROUP'S HISTORY AND DEVELOPMENT STRATEGY

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

As a pioneer of Southern Radio Ltd, it was always John Stocker's intention to make North Devon a centre of excellence in helping newly local independent radio back to the County, in addition to being an excellent large scale corporate investment, creating a vibrant and lively commercial company. He believes it was the innovative approach and vision of a consortium which resulted in winning the franchise for North Devon, from the outset Mr Stocker has made it well known that he would hope to attract further investment in the southern part of the county. His goal is to ensure services enjoyed in the early days of the station are maintained and further enhanced.

Mr Stocker strongly believes outside ownership has done little to further progress of independent radio in Devon. He considers a local, loyal and understanding of an area like the one found in making good radio work, simply transferring techniques from other areas of the UK, or even worse from other continents seems to him to have proved a disastrous mistake. The present candidate for Southern Radio appears to have fallen foul of this approach and is creating the image of a yet smaller media format, has missed the whole point of being a local station - with robust local content of an all time age. As a result of this he feels strongly about the matter and makes much support for his cause.

Building up these long held beliefs and intentions, fuelled by the success of Southern Radio, Mr Stocker began searching for the Wild West consortium in November 1992, following an initial meeting with Mr Cummings.

When first time people from all walks of life have joined the group to make it the well-meaning consortium it has become. Indeed support, in particular, has been forthcoming from a large number of people who helped to set up Southern Radio.



7. EXTERNAL ASSISTANCE

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

BURD PEARSE SOLICITORS, EXETER Simon Gregory has represented Burd Pearse in order to set up Wild West as a company and to assist with legal advice - particularly in relation to building private investment and advising on BES status.

FRANCIS CLARK, EXETER Andrew Richards has represented Francis Clark in order to oversee the submission of the financial section of this application.

ENTRI RESEARCH LTD, BARNSTAPLE Mark Harvey has represented Entri Research in the strategy and collation of relevant market research for Wild West.

SUPPORT TO SALES, LONDON Mike Dinsdale has represented Support to Sales in the preparation of sales analysis and rate card structure.

8. APPLICANT GROUP'S HISTORY AND DEVELOPMENT STRATEGY

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

As a pioneer of Lantern Radio Ltd., it was always John Brocks' intention to make North Devon the first stage in bringing really local independent radio back to the County. In establishing Lantern he avoided large scale corporate investment, creating a substantially locally owned company. He believes it was the innovative approach and return to local radio values which assisted in winning the franchise for North Devon. From the outset Mr Brocks has made it well known that he would hope to extend Lantern's values to the southern part of the county, his goal to restore success enjoyed in the early days of local radio in the Exeter and Torbay areas.

Mr. Brocks strongly believes outside ownership has done little to further progress of Independent Radio in Devon. He considers a belief, loyalty and understanding of an area are the key issues in making local radio work. Simply transferring techniques from other parts of the UK, or even worse from other continents seems to him to have proved a recipe for disaster. The present contractor for Exeter/Torbay appears to have fallen foul of this practice and in creating the image of a yet another music format, has missed the whole point of being a local station - with actual local content at an all time low. As a native of Devon he feels strongly about this matter and claims much support for his beliefs.

Following up these long held beliefs and intentions, fuelled by the success of Lantern Radio, Mr Brocks began assembling the Wild West consortium in November 1992, following an initial meeting with Mr Kusmidrowicz.

Since that time people from all walks of life have joined the group to make it the well-rounded consortium it has become. Indeed support, in particular, has been overwhelming from a huge number of people who helped to set up Lantern Radio.

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Seeing what has been achieved against all odds in North Devon seems to have brought a ray of hope to Devonian folk. For example, it is no small statement that the financial support from Francis Clark has been provided to oversee the Finance Section of this application. Wild West is very much aware that Devon's largest independent firm of accountants would only support an application which has the right ingredients for Devon.

During the development of the Wild West consortium it has been approached by several other applicant groups to go in with them. However, it has been unanimously agreed by our group that our plans are the most radically different and product led and other groups' ideas would compromise our ideals too much. Furthermore, Wild West has been concerned that some other applications have been written or part-inspired by previous senior managers of the present contractor who, in our opinion, could be argued to have led to the demise of the present station. This has led to the continuance of Wild West's independence.

More recently Wild West has had preliminary discussions with Kick FM, a group interested in applying for the Plymouth FM licence when it is advertised. This organisation has already successfully operated in the city under a special event licence, primarily to promote local music bands. They have a particular interest in the work of young music makers, so we are investigating whether there is any scope in Kick FM acting as the independent producer of any of our youth programming. Under particular consideration is the summer evening programme we intend to carry on West FM from our Torbay studio. The leading light of Kick FM is Chris Savery, who has professional experience in radio - and has pledged his support for our bid whatever the outcome of our other discussions. It is comforting for us to learn there is also considerable backing in Plymouth for independent local radio values.

Wild West is not about ego, world domination of media or radio politics. Wild West is about a love and commitment for Devon. Wild West is not interested in Somerset or Cornwall - or even further afield - it is simply interested in Devon! It does support the sales concept of a South West Region - but this is for the sake of Devon rather than through a desire to wish to dominate the South West. Wild West is also about a love for independent local radio with its own original, innovative programming and flavour. It has a desire to put back individuality, flair and gut feelings into Devon's broadcasting which has been lost by the present contractor.



9. **STAFFING**

- a) Provide a staffing chart showing all proposed station management and staff posts, and indicate clearly the planned reporting structure.
- b) Give number of full-time and part-time staff in paid posts, arranged by department (e.g. programming, news, sales, engineering, etc., as appropriate to group's proposals), and in total. Provide details of anticipated salary levels.
- c) If appropriate, indicate clearly any management or staff positions which will be shared, within a group operating structure, between the radio service proposed for this licence area and an existing ILR operation.
- d) If appropriate, indicate any planned allocation or division of management or staff responsibilities between AM and FM services (e.g. in programming, sales, etc).
- e) List any activities which will be contracted-out to agencies, consultants, etc. (state who these are), including numbers of staff upon whom the station will be able to draw, if known.
- 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

Question 9 (a) See staff chart on page 5 (b)

Question 9 (b) See staff list on page 5 (c)

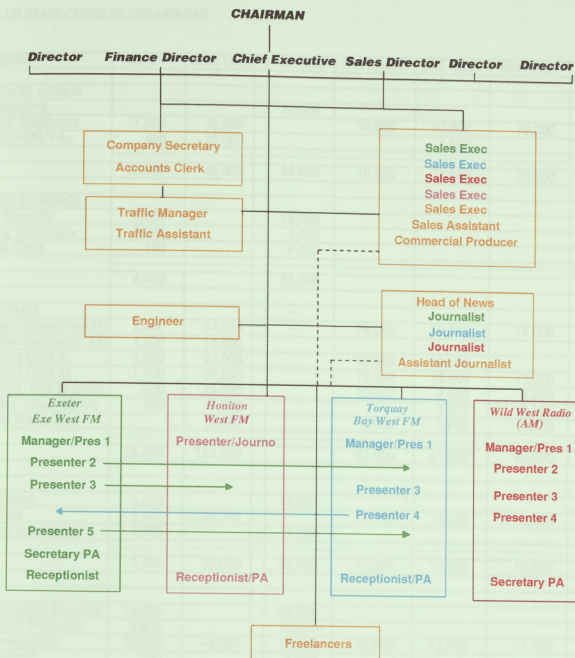
Question 9 (c) The hierarchy structure answering Question 9 (a) clearly shows which staff are shared across the Wild West Group. It is proposed John Brocks (currently Managing Director of Lantern Radio Ltd) would head the Wild West Group. It is likely a manager would be appointed for Lantern Radio in the event that this application is successful for all frequencies. However, this would have to be ratified at Lantern Board level and the level of award to Wild West by the Radio Authority is likely to have a bearing on the outcome. Other shared staff (indicated in staff chart and staff list) between Wild West may be recruited on a promotional basis from Lantern Radio - but this would be processed on a merit of application basis.

Question 9 (d) The planned allocation of management responsibilities is shown clearly in the staff structure map. Each satellite has been designed to operate as its own cost centre and the division of staff costs can be seen in the staff list in answer to Question 9 (b). The effect on costs can be seen in answer to Question 43.

Question 9 (e) National sales would be sold by a national sales agency. This is likely to be Media Sales and Marketing - although any possible shift from the South West Sales (as a whole) would have some bearing on this. The Finance Director and Company Secretary would be contracted on a non-executive consultancy basis. Discussions are underway with Kick FM (interested in the Plymouth area licence and previous RSL contractor) about contracting some specialist programming on a co-funding, split profit basis. This is explained in greater depth in answer to Question 17 (a).

Question 9 (f) Involvement by unpaid voluntary workers will be required for work in connection with The Wild West Charity Trust and Wild West Advisory Board. This will include voluntary broadcasters for the Wild West Trust programmes. A maximum of 10 different volunteers will be needed in any one week at any one satellite. This will be supervised by the 'Anchor' Trust Presenter paid by Wild West and by appointed voluntary Trust Team Leaders (the Team Leader system has been proved to work well at Lantern Radio). Clearly senior Trust and Advisory Board personnel will have to have access as and when required.





TOTAL STAFF : 37
 including 2 part-timers
 excluding freelancers

Key

- Exeter : Exe West FM staff
- Honiton : West FM staff
- Torquay : Bay West FM staff
- Wild West Radio : AM staff
- Shared staff

All sales staff will sell Wild West Radio as well as one FM frequency
 All shared staff will work in Exeter



Question 9 (b) (A similar analysis can be found in the Finance Section under Note 3)

ANALYSIS OF STAFF COSTS BY DEPARTMENT

COST CENTRE	PRE-OP	YEAR ONE	SHARED	WW RADIO	EXE WEST	BAY WEST	WEST FM
MAIN BOARD ADMIN							
Chief Executive			32,000				
3 Personal Assistants	17,000	30,000		10,000	10,000	10,000	
2 Receptionists/PAs	600	15,000			7,500		7,500
	17,600	45,000	32,000	10,000	17,500	10,000	7,500
FINANCIAL CONTROL							
Finance Director	3,000		15,000				
Company Secretary	3,000		9,000				
Accounts Clerk	400		9,000				
	6,400		33,000				
PROGRAMMES							
3 Manager/Presenters (1)	9,000	54,000		18,000	18,000	18,000	
1 Presenter/Journalist (1)	1,200	15,000					15,000
2 Presenters (Slot 2)	4,000	33,000		15,000	18,000		
3 Presenters (Slot 3)	1,700	39,000		12,000	15,000	12,000	
2 Presenters (FM Shares)	500	22,000		10,000	4,000	4,000	4,000
1 Presenter (Overnight)	400	9,000			3,000	3,000	3,000
Freelance Presenters		11,000		2,000	3,000	3,000	3,000
	16,800	183,000		57,000	61,000	40,000	25,000
NEWS							
Head of News	6,000		18,000				
3 Journalists	2,600	30,000		10,000	10,000	10,000	
1 Assistant Journalist	1,300		7,500				
	9,900	30,000	25,500	10,000	10,000	10,000	
SALES							
Sales/Promotion Director	14,000		28,000				
Commercial Producer	2,600		16,000				
5 Sales Executives	12,000	48,000	12,000	12,000	12,000	12,000	12,000
Sales Assistant	300		8,000				
Traffic Manager	2,000		12,000				
Traffic Assistant	1,500		9,000				
	32,400	48,000	85,000	12,000	12,000	12,000	12,000
ENGINEERING							
Engineer	5,000		14,000				
	5,000		14,000				
SUB TOTAL							
National Insurance	88,100	306,000	189,500	89,000	100,500	72,000	44,500
	9,400	32,500	19,900	9,600	10,700	7,600	4,600
TOTALS							
	97,500	338,500	209,400	98,600	111,200	79,600	49,100
Shared spread over WW		209,400					
Less Lantern contribution		(41,900)					
FINAL TOTAL : 37 STAFF							
	97,500	506,000					

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

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

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

John Brocks (36) *Details as in answer to Question 6
Chief Executive* British
Confirmed

Iain Macaulay (37) *Details as in answer to Question 6
Finance Director* British
Confirmed

Fred Marden (28) _____ British
Group Head of News Confirmed

After running the high profile university radio station in Swansea, Fred embarked upon his professional career, periodically presenting a weekend magazine programme on one of the network's most consistently successful audience stations, Swansea Sound. Upon graduation, Fred moved to a production position at County Sound in Surrey. Here he was a producer, programme engineer and late night presenter. Mr Marden moved on to join Mariner Sound in the North West. Here, aside from being a full-time Producer, he was unique in presenting, at one time or other, every major daytime strip programme on both the medium wave oldies service and the contemporary hit format 'MF'. Fred's career took moved towards training in late 1991 when he joined the Coventry-based sister organisation of Midlands Radio group - Midlands Radio Action Trust. Here he served as Head of Training, with responsibility for a number of full time and freelance staff, and the budgetary control of the training operation. Mr Marden is now in position as Head of News at Lantern Radio in North Devon, where he has already been responsible for extending the output and content of the station's news service, and has deputised for the Managing Director in the pivotal number two role.

Robert Pocock (30) *Details as in answer to Question 26
Company Secretary* British
Confirmed

Alan Ross (40) _____ British
Manager of Wild West Radio Confirmed

Whereas it is believed many of Wild West staff can be found locally or through advertising, it has been recognised that the Manager of Wild West Radio (AM service) will require someone quite special. Someone quite specific was therefore sought. Alan Ross was eventually appointed designate. Alan's experience in radio programming is extensive. His expertise in programming for an over 35 year old audience was of great use to Yorkshire Radio Network in the formulating of Classic Gold, one of Britain's first oldies stations in 1988 - 1990. The station, which started experimentally in the East Yorkshire area in October 1988, was so successful that it was extended to all the YRN franchise areas in May 1989, and within 18 months of launch commanded 20% reach with over 12 hours listener average per week. Alan started his radio career in Yorkshire at the end of the 1970s, and has experience in features and speech broadcasting, commercial production, as well as music presentation and formatting. His links with the South Devon area go back to school days, and he briefly broadcast in the area for a year between 1982 and 1983 - a time he looks back on with affection.



SECTION II : FM PROGRAMMING

IMPORTANT NOTES:

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

11. PROPOSED PROGRAMMING SERVICE

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

FM WAVEBAND

a) *Programme Service to be known as West FM.*

b) *West FM will be a broadly targeted music based service intended to attract a large audience in the 15-54 age range in general and the 25-45 group in particular.*

Whilst it sees its music choice as important, it regards its Unique Selling Point to be its locally focussed programming, presented from three studio centres located within the three FM transmission areas. The company recognises that whilst these areas have things in common, their particular local characteristics lend themselves to individual attention if a really close bond is to be achieved with the audience.

Where other stations can claim particular music formats or national/international news or Devon county news, West FM will be the only station which can combine all of these elements into an entertaining yet relevant and truly local package.

Therefore we propose to broadcast three separate breakfast programmes six days a week between 7 and 11 am (10 - Saturday), from studios in Exeter (97.0 FM), Honiton (103 FM) and Torbay (96.4 FM). On weekday evenings the Torbay area will have a separate programme between 3 and 7pm from those broadcast in Exeter and East Devon. The 7-11am time segment has been chosen to allow locally focussed announcements and information to be broadcast in the first half, supplemented by features and interviews between 9.30 - 11.00, particularly on weekdays.

At other times most programming will originate from Exeter, though a regular summer evening slot will be relayed from Torbay.



13. MUSIC OUTPUT - (FM WAVEBAND)

a) Weekday peak-time music

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

<u>Type of music</u>	<u>Illustrative tracks and artists</u>	<u>Music type as % of total music output</u>
<i>Current/Recent (Mostly Top 40 but including LP tracks)</i>	<ol style="list-style-type: none"> 1. <i>Living on My Own</i> : Freddie Mercury 2. <i>Pray</i> : Take That 3. <i>River of Dreams</i> : Billy Joel 4. <i>Damn I Wish I Was Your Lover</i> : Sophie Hawkins 	35 - 42%
<i>Other Current (includes new releases & LP tracks)</i>	<ol style="list-style-type: none"> 1. <i>Tuesday Morning</i> : Pogues 2. <i>Dream Lover</i> : Mariah Carey 3. <i>Walk Away</i> : Rick Price 4. <i>Can't Find My Way</i> : Spin 1ne 2wo 	10 - 25%
<i>1982 - 1992 (Mostly hits)</i>	<ol style="list-style-type: none"> 1. <i>Lessons in Love</i> : Level 42 2. <i>Stars</i> : Simply Red 3. <i>The Best</i> : Tina Turner 4. <i>Thriller</i> : Michael Jackson 	10 - 25%
<i>1971 - 1981 (Mostly hits)</i>	<ol style="list-style-type: none"> 1. <i>Get It On</i> : T-Rex 2. <i>If You Leave Me Now</i> : Chicago 3. <i>You're My First, My Last</i> : Barry White 4. <i>Stairway to Heaven</i> : Led Zeppelin 	10 - 25%
<i>1955 - 1970 (Mostly 60's and mainly hits)</i>	<ol style="list-style-type: none"> 1. <i>Mr. Tambourine Man</i> : Byrds 2. <i>Eleanor Rigby</i> : The Beatles 3. <i>Let There Be Love</i> : Nat King Cole 4. <i>I Can't Let Go</i> : The Hollies 	10 - 25%



b) Music output at other times - (FM WAVEBAND)

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

At other times, the texture of music mix will vary around the categories & percentages identified in 10 (a). Whilst mainstream artists will predominate, the emphasis will change particularly during late evening (10pm - 1am) towards more mellow material, probably with a higher percentage of album tracks.

Type of music	Illustrative tracks and artists	Total no. of hours per week	Day of week week end time of day
Late evenings	1. Move Closer : Phyllis Nelson 2. Longer : Dan Fogelberg 3. True Companion : Marc Cohn 4. I'd Really Like To See You Tonight : England Dan + John Ford Coley	7 hours	Mon - Fri & Sun 22.00 - 01.00 Also Sat/Sun Midnight - 02.00

On Sunday morning 07.00 - 13.00 (Exeter) and 10 - 13.00 (all transmitters) there will be a larger element of more familiar 'family appeal' songs.

Sunday morning (* Not all frequencies)	1. I Just Called To Say : Stevie Wonder 2. Hello : Lionel Richie 3. Everything I Do : Bryan Adams 4. When Will I See You Again : Three Degrees	3 hours	Sunday 07.00 - 12.00
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Some specialist music programmes will appear on some services

Weekend Club Beat (Dance Show)	1. Never Let Go : Hyper Go Go 2. The Key : Urban Cookie Crew 3. I Want Your Love : Chic 4. Emergency on Planet earth : Jamiroqui	2 hours	Friday 19.00 - 21.00pm
Digital Trax (CD albums)	For details see Programme Schedule	4 hours	Saturday 10.00 - 14.00
Much More Music - mostly recent upbeat music	1. The Race : Yello 2. Radio GaGa : Queen 3. Wham : Young Guns 4. Yazz : The Only Way Is Up	2 hours	Saturday 18.00 - 20.00
Rock Show	1. Freebird : Lynyrd Skynyrd 2. One Man's Meat : Deep Purple 3. Colourblind : The Fat Lady Sings 4. In The Dog House : Dog Eat Dog	4 hours	Saturday 20.00 - Midnight
Classical Shades (Classical through jazz to contemporary - * Not Exeter)	1. Weber's Clarinet Concerto - Orpheus 2. Magnificat - Cambridge Singers 3. Chicken An' Dumplings - Art Blakey 4. Chronologie Part 8 - Jean Michele Jarre	3 hours	Sunday 7.00 - 10.00
Sunday Afternoon Cruise (driving music)	1. Listen to the Music : Doobie Brothers 2. Little Old Lady From Pasadena : Jan & Dean 3. Don Henley : Boys of Summer 4. Chris Rea : Road to Hell	4 hours	Sunday 13.00 - 17.00

AUDIENCE

FINANCE

ENGINEERING

CONCLUSION

14. **SPEECH CONTENT - (FM WAVEBAND)**

Describe, as fully as possible, the speech content (if any) of the service proposed, other than news output (see Q.15 below). Provide examples of speech material, and indicate whether this would be in the form of short features (less than 3 mins. duration), items or entire programmes. (All regular speech output, apart from general presentation and introduction of music items, should be included in the proposed programme schedule at Q20).

Examples of regular speech content include: AA Roadwatch at least twice an hour on weekday mornings and evenings, once an hour in the middle of weekdays and during the day at weekends. Thought For The Day (East Devon and Torbay only). This will be of a maximum duration of 1 minute. Whats On information will feature in regular spots each peak time hour at the same clock point and there will be additional regular community information (largely sourced by the evening Trust programme). Split transmission will allow concentration on small local events without the negative effects caused by lack of listener interest in items many miles away. Weather forecasts will be included twice an hour on weekday mornings, hourly at all other times, supplemented by coastal reports as appropriate. There will be farming information featured on all transmitters between 6.00 - 7.00am. Other speech content will include Jobsearch (this is an area of high unemployment) plus interviews on topics of general and local interest. In the summer West FM will broadcast information for tourists (the Westcountry Tourist Board can provide broadcasters). Police Call (weekly) on each of the 3 FM stations will broadcast items relevant to their particular areas. In general terms content will fall into the following pattern on week days:-

06.00-10.00 Time checks, weather coastal conditions & travel, funny or thought provoking stories, Localised Whats on/community info from 07.00, thought for the day, paper review, listener birthday dedications/ mentions, competitions, programme promotions/trails. Jobsearch vacancies.

09.00 - 10.00 Travel & weather revert to hourly pattern from 09.30., Horoscopes, Local topical/general interest interview(s)

10.00 - 11.00 Peak time promotion of charitable and other useful work in each of the 3 transmission areas in the sort of detail not possible during shared output. Plus Jobsearch.

11.00 - 13.00 Entertainment based editorial. Personality guests when available. Competitions, programme promotions and news of significant local events of interest to whole coverage area.

13.00 - 15.00 Basic information including Jobsearch + occasional requests, plus competitions .

15.00 - 17.00 First part of this sequence will gradually increase localised information content, taking advantage of separate Exeter/East Devon and Torbay programming. Travel and weather information will appear twice an hour from 16.30.

17.00 - 19.00 More detail of events / developments in the area during the day . Will include local news round-up at 17.30 and other news content as and when appropriate. Plus Jobsearch. Detailed listings of evening entertainments, again capitalising on localised programming.

19.00 - 21.00 Specialist speech material as required by scheduled programming. It is envisaged that Trust output be carried by 103FM and 96.4FM only - leaving music based youth targeted programming on 97FM for the Exeter area. Trust programmes will not be broadcast in Torbay during the 3 holiday months (June-August inclusive), when the same programme as Exeter will be heard - produced in Torbay. These arrangements for Trust output will allow listener choice in much of the Exeter area due to the extensive transmitter overlap from Stockland Hill and allow our younger style of programming to continue uninterrupted.

21.00 - 06.00 Small amounts of general information including weather, plus competitions and other general listener involvement, including "midnight affair" dedications.

WEEKEND The emphasis will be on leisure with sailing and gardening features and significant sports news/ classified football included on Saturday afternoon. Local football and other sport will be previewed in detail during the separate morning programmes 07.00 - 10.00.

AUDIENCE

FINANCE

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15. NEWS OUTPUT - (FM WAVEBAND)
a) National and international news

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

a) *An accurate, informed and up-to-the minute national and international news service will obviously be pre-requisite. Having examined the alternatives currently available, Wild West will subscribe to Independent Radio News. We feel IRN's long-established pedigree is further enhanced by increased news gathering resources the organisation has acquired through its merger with Independent Television News.*

The technical means by which the audio and supporting cue material from IRN will be gathered will be those provided by the distribution company Satellite Media Services in London. National and international news will be reflected in the programming output of Wild West stations twenty-four hours a day, seven days a week. Monday to Friday between 06.00 and 18.00 it will form part of the output within a 'home mix', whereby relevant IRN copy and audio will be placed within locally originated bulletins on editorial merit. This will be the case on all stations within the Wild West group.

On weekdays, between 19.00 and 05.00 inclusive, the live, clock-start IRN national and international bulletin will be directly relayed on an hourly basis. We feel that during this 'off peak' period, this form of service is appropriate to preserve local newsgathering facilities for daytime broadcast. However, there will be two exceptions, Monday to Friday, at 23.00 and where local content will be included. At weekends the 'home mix' policy will be employed between 07.00 and 13.00 inclusive on Saturdays and Sundays. At other times during the weekend period, hourly news output will be of the live, IRN bulletin variety.

Wild West also recognises its responsibility to be available to respond on 24 hour a day call to cover nationally or internationally significant stories as correspondents for Independent Radio News, should stories occur within or in proximity of the Wild West TSA. For specific details please refer to Question 15b).

b) Local and Regional news - (FM WAVEBAND)

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

West FM will carry local news in home mix bulletins from 06.00 and 18.00 on weekdays, with an extra news and financial roundup at 11pm. At weekends 3 minute home-mix bulletins will be broadcast from 07.00 to 13.00. On weekdays at breakfast time and 17.00 Exeter FM output will be presented in a style which complements the more pacey and extrovert presentation of Exe-West FM. At the same time West FM (East Devon) and Bay-West FM (Torbay) will get bulletins containing specifically local news once an hour at breakfast time and at 17.00. At 18.00 there will be two ten minute local news programmes on FM. Torbay will get its own programme on Bay-West FM Torbay Today', while listeners to Exe-West FM and West FM will share a programme called 'The West Today', detailing news happenings in Exeter and East Devon.

At weekends all transmitters will carry the same 3 minute home-mix bulletins from 07.00-13.00.

***FOR FULL APPRAISAL OF THIS QUESTION
PLEASE REFER TO AGREED ADDITIONAL PAGES***

THESE CAN BE LOCATED AFTER QUESTION 15 (AM WAVEBAND)



SECTION II : AM PROGRAMMING

IMPORTANT NOTES:

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

11. PROPOSED PROGRAMMING SERVICE

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

AM WAVEBAND

a) Name of AM station : "Wild West Radio" (often prefaced with AM frequency, "Six-Sixty Six")

b) We have put much thought into how to create a genuine alternative to the FM output, particularly for those over the age of 35, but which can be sustained by modest advertising revenue - hence our radical transmission proposals detailed elsewhere.

Wild West Radio will be a music based service primarily aimed at the 45-64 age range, though it is expected to attract attention in a wider age range than this. It will be relaxed and friendly, but not slow paced, focussing its editorial attention on the lifestyle and issues which interest this potential audience. Music output will be a careful balance of oldies, some from the fifties, tuneful contemporary music plus both new and traditional country

Live transmissions will cover eighteen hours a day, with computerised output filling the overnight hours. With the exception of a few appropriate syndicated features/programmes, all output will be produced in Devon, the vast majority in the stations own studios. At present we plan to co-locate these with our Exeter FM operation.



News and sports output from West FM will be relayed during peak times, including the local news ad-ons during breakfast. In this way Wild West Radio will carry a higher news minutage than any of the individual FM transmitters at breakfast time including the specifically local East Devon and Torbay material. We feel this makes best use of group newsgathering facilities and provides for the greater interest in news and local affairs normally found in the target age group. Between 17.00 and 18.00 weekdays Wild West Radio will carry local news stories (as compiled for the FM evening news bulletins) in a mixed music/speech format. On Sunday afternoon between 4-6 pm Wild West Week will summarise significant local news happenings of the preceding week in an easy to digest magazine format including appropriate music.

In the event of being offered an AM licence only, we recognise we would have to re-think news. Faced with the very tight financial control needed to maintain stand-alone viability we could not afford to create a self-contained news team, so would seek association with other local organisations in order to be able to provide local news coverage, supplemented by IRN or Network News.

Our proposals to use the 666kHz frequency relinquishes 954kHz for use elsewhere. We would like to suggest The Authority gives consideration to using it for a licence based in the Okehampton area, which we would like to apply for to extend Wild West coverage into an area with no ILR service at present. In this event we are likely to propose relaying Wild West, with a local breakfast programme from 07.00-11.00.

12. BALANCE BETWEEN MUSIC AND SPEECH - (AM WAVEBAND)

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

Speech as % of prog airtime

'Peaktime' 'Non-peaktime'
(06.00-19.00)

	Min. %	Max. %	Min. %	Max. %
a) On a typical weekday (Monday-Friday)	15%	30%	15%	20%
b) On a typical Saturday	10%	25%	10%	15%
c) On a typical Sunday	10%	25%	10%	15%

AUDIENCE

FINANCE

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13. MUSIC OUTPUT - (AM WAVEBAND)

a) Weekday peak-time music

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

<u>Type of music</u>	<u>Illustrative tracks and artists</u>	<u>Music type as % of total music output</u>
<p><i>Element 1 - Music produced by artists who have appeared in the UK, US or European charts since 1952 up to the present day. Music to be melodic and easy to listen to. Small selection of appropriate current/recent material.</i></p>	<ol style="list-style-type: none"> 1. Return to Sender : Elvis Presley 2. Sacrifice : Elton John 3. Here Comes The Sun : Beatles 4. Run To You : Whitney Houston 5. Needles and Pins : Searchers 6. Answer Me : Barbara Dickson 	<p>35% Min to 80% Max</p>
<p><i>Element 2 - Music generally recognised as country and western, country rock or new country. Largely but not exclusively of US origin. Melodic prerequisites for Element 1 (as above).</i></p>	<ol style="list-style-type: none"> 1. I Fall to Pieces : Patsy Cline 2. Constant Craving : K.D. Laing 3. Desperado : Eagles 4. Ballad of a Teenage Queen : Johnny Cash 5. Whatever Happened to Old Fashioned Love : Daniel O'Donnell 6. Have Mercy : The Judds 	<p>15% Min to 50% Max</p>
<p><i>Element 3 - Music generally recognised within the term "ballad", chosen for lyrical or production strengths. Would also include soft soul.</i></p>	<ol style="list-style-type: none"> 1. Born Free : Matt Munro 2. Close To You : Carpenters 3. Strangers In The Night : Frank Sinatra 4. Folks Who Live On The Hill : Peggy Lee 5. Where Do I Begin (Love Story) : Andy Williams 6. Evergreen : Barbra Streisand 	<p>5% Min to 35% Max</p>

Note 1. It is anticipated that there will be a degree of experimentation to find the correct balance of these elements for the Wild West Radio audience, which will only be possible with audience feedback once the station is operating, hence the wide Min/Max bands.

Note 2. Six examples have been used to illustrate above categories due to their very broad nature.

AUDIENCE

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b) Music output at other times - (AM WAVEBAND)

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

<u>Type of music</u>	<u>Illustrative tracks and artists</u>	<u>Total no. of hours per week</u>	<u>Day of week week end time of day</u>
SPECIALIST PROGRAMMES			
DATEMAKER DIARY Diverse!	1. Ventura Highway : America 2. The Lumberjack Song : Monty Python 3. He Aint Heavy : The Hollies 4. Dreamboat : Alma Cogan	4 hours	Saturday 11.00 to 15.00
COUNTRY SHOWDOWN Country Music	1. Blue Eyes Crying In The Rain : Willie Nelson 2. Chestnut Mare : Byrds 3. Rose Garden : Lynn Anderson 4. That Summer : Garth Brooks	4 hours	Saturday 15.00 to 19.00
AWOPBOPALOOBO-PAWOPBAMBOM! Rock and Roll Rockabilly and Doo Wop	1. Ooby dooby : Roy Orbison 2. Weekend : Eddie Cochran 3. Tutti Frutti : Little Richard 4. At The Hop : Danny And The Juniors	2 hours	Saturday 19.00 to 21.00
SOUL STAGE Soft Soul Classic Tamla Motown, Stax & Atlantic	1. My Girl : Temptations 2. The First Time Ever I Say Your Face : R. Flack 3. Sitting On The Dock Of The Bay : O. Redding 4. All Of My Life : Diana Ross	4 hours	Saturday 21.00 to 01.00
NUGGETS New Albums	1. Cry Me A River : Natalie Cole 2. Chronologie Part 8 : Jean Michelle Jarre 3. Little Mistreater : Cliff Richard 4. Music Of The Night : Barbra Streisand	2 hours	Sunday 14.00 to 16.00
OLD FRIENDS Nostalgia Music from the 1920s to early 50s	1. No One But You : Jack Buchanan 2. Cocktails For Two : Spike Jones 3. Rum And Coca Cola : Andrews Sisters 4. String of Pearls : Glenn Miller	2 hours	Sunday 18.00 to 20.00



14. SPEECH CONTENT - (AM WAVEBAND)

Describe, as fully as possible, the speech content (if any) of the service proposed, other than news output (see Q.15 below). Provide examples of speech material, and indicate whether this would be in the form of short features (less than 3 mins. duration), items or entire programmes. (All regular speech output, apart from general presentation and introduction of music items, should be included in the proposed programme schedule at Q20).

Regular speech items to include AA Roadwatch traffic and travel twice an hour weekday breakfast and late afternoon, once an hour during the rest of the day and at the weekend during the day.

Whats on items to be included at regular intervals, community announcements also (at least hourly). Daily Pause For Thought in breakfast sequence. Regular sports previews/summaries plus racing tips and news. Although main Saturday sport will be on FM, Wild West will feature a sports roundup including the classified football results during its Country music programme on Saturday.

The Where Am I competition will focus local knowledge (weekday 10.00-11.00) and will offer one of several ways in which the members of the audience can share their experience of life in the area. It is envisaged that audience participation will form an important part of Wild West output, both on topical matters on which opinions will from time to time be sought and in terms of entertainment.

People in the target age range are often less inhibited and more able to express their point of view than those in younger groups and this will be encouraged within reason and the music based format. The object of this is to provide a real reason to listen other than music, as over 35s often say music is not their primary reason for tuning in. A variety of other reasons such as companionship, interesting features and local "news" (meaning a wide range of information content) being quoted as more important.

Topics such as gardening, investment advice, holidays, health and benefits will be covered through short form interviews or advice phone-ins on a regular basis. Interesting items about the area's history will also be featured from time to time.

Our primary intention, as with FM, is to reflect and cater for the lifestyle and expectations of local listeners in the target age group, so we expect to experiment with feature content and treatment to find the right balance. We are very fortunate in having a Manager designate with direct experience and proven success in programming to older listeners in an ILR style.

AUDIENCE

FINANCE

ENGINEERING

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15. NEWS OUTPUT - (AM WAVEBAND)

a) National and international news

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

*Please see answer to Question 15 (a) FM WAVEBAND
Answer for AM WAVEBAND is the same.*

b) Local and Regional news - (AM WAVEBAND)

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

The area wide AM service, Wild West Radio will carry more local news minutes than any of the individual FM services as part of it's brief to cater for the needs of a predominantly over 35 audience, known to have a greater wish to hear such coverage. The station will benefit from reports compiled by journalists based at the FM studios in Torbay and Honiton as well as the staff at the Exeter newsroom. Group news output has been arranged in such a way as to allow Wild West Radio to relay localised bulletins containing detailed coverage of events in the three parts of the FM coverage area, so its listeners are fully briefed as to developments where they live.

Local news will be included in home-mix bulletins on weekdays from 06.00 - 17.00. At 17.03 a sixty minute news based magazine programme, Devon Today will summarise the days events ending at 18.00 with a re-cap of the news headlines. With the exception of a local news and financial report at 23.00, IRN will be relayed from 19.00 - 05.00.

At weekends 3 minute home-mix bulletins will be broadcast from 07.00 to 13.00, with IRN hourly at all other times.

****FOR FULL APPRAISAL OF THIS QUESTION
PLEASE REFER TO AGREED ADDITIONAL PAGES****

THESE CAN BE LOCATED AFTER QUESTION 15 (AM WAVEBAND)



PROGRAMMING
ADDITIONAL PAGE - AS AGREED IN WRITING WITH RADIO AUTHORITY
HIGHLIGHTING DIFFERENCES BETWEEN LOCAL SERVICES

ADDITIONAL PAGE (i)

EXPANSION TO ANSWER TO QUESTION 15 (b) - NEWS OUTPUT FOR BOTH AM & PM

As outlined elsewhere in this Application we are proposing a three part West FM operation to allow us to offer a truly local service. At the heart of this is our local news gathering operation. Consequently we intend to base journalists at our Torbay and Honiton studios as well as our main newsroom in Exeter from which the majority of bulletins will be compiled and read. A high level of computerisation will allow instant access and interchange of material throughout our organisation.

Whilst each FM transmitter will carry local news specifically for its own area once an hour at weekday breakfast and tea time, the bulletins have been timed in such a way that Wild West Radio (AM) can relay the localised output for each area in turn, giving the station more news minutes per hour than any of the individual FM services. Not only will this appeal to the appetite of the older listeners targeted by the station for more news and information, it will make maximum use of the news material we gather.

WEEKDAY LOCAL NEWS PATTERN

06.00 - 18.00 + 23.00, IRN at all other times

- 06.00 4 minutes home mix, taken by ALL SERVICES.
07.00 3 minute crisp/pacey home mix bulletin targeting Exeter area on EXE-WEST FM ONLY
07.00 6 minute home mix for WILD WEST RADIO and WEST FM (East Devon). BAY-WEST FM (Torbay) will take the first 4 minutes, opting out before the specific East Devon local stories.
07.30 1 minute presenter read headlines on EXE-WEST FM ONLY
07.30 90 second headlines for all other services. WEST FM to opt out after 90 seconds, at which point WILD WEST RADIO and BAY-WEST FM will get 90 seconds to 2 minutes of local Torbay news.

08.00 - 09.00 + 09.00 - 10.00, same pattern as 07.00 - 08.00

10.00, 11.00, Noon, 14.00, 15.00, 16.00 - Home Mix bulletins, taken by all services.

- 12.30 90 second news headlines
13.00 10 minute home mix bulletin taken by ALL SERVICES.
17.00 3 minute crisp/pacey home mix bulletin targeting Exeter area on EXE-WEST FM ONLY
17.00 3 minute mix of news targeting East Devon in particular, carried by WEST FM and WILD WEST RADIO
17.00 3 minute mix of news targeting Torbay on BAY-WEST FM ONLY, read from Torbay studio.

- 17.03 - Devon Today, News/current affairs/finance/sport + some music , WILD WEST RADIO ONLY
18.01 - ends at 18.00 with news headlines.

- 19.30 90 second news headlines (ON ALL SERVICES, INDEPENDENTLY/PRESENTER READ)
18.00 10 minute news programmes on FM only. The West Today on EXE-WEST FM and WEST FM (home mix emphasising Exeter+East Devon news) Torbay Today on BAY-WEST FM only.
23.00 Local news and financial report, ALL SERVICES.

WEEKENDS

At weekends all services will carry the same 3 minute home mix bulletins from 07.00 - 13.00 inclusive, IRN at all other times.

SPORT

All services will carry sports bulletins on weekdays at 07.40, 08.40, 13.40, 17.40.
On Saturdays FM will preview afternoon sports between 07.00 - 10.00, taking advantage of split programmes to cover local teams (etc). From 14.00 - 18.00 all FM services will carry the same Sport/music mix. On Wild West Radio there will be sports previews on Saturday morning and short summaries in the afternoon output. The classified football results will be carried, at different times , on both wavebands.



16. BROADCASTING HOURS

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

Programme material will be broadcast 24 hours a day. For details of origination of this service at any one time of the day please refer to the answers to Questions 13 and 20.

17. NON-LOCAL ORIGATION

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

- a) Programming that is part of a wider regional or networked service, originating from a studio outside this licence area. (Programming integrating material originating from a studio outside this licence area with locally originated items by means of digital or other technology should be describe under this heading, with a full explanation of the means of compilation and presentation of such programming);
- b) Other than national and international news, all syndicated programming (e.g. any concerts, chart shows, interviews, drama, etc.).

a) In general, all programming will be sourced from Devon. In particular, West Fm and Wild West Radio's sustaining services will mostly emanate from the Exeter studios. However, our other studio centres may well be used from time.

b) Network Chart and occasional sponsored feature programmes and concerts - judged on merits and appeal to local listeners.



18. AUTOMATED LOCAL OUTPUT

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

The computerised operation of Wild West will be an extension of the system successfully utilised at Lantern Radio (and elsewhere) which will facilitate easy split jingle ident techniques etc. This system is capable of full automation (music + commercials + announcements + features) and is currently used on Lantern Radio's overnight service (02.00-06.00). It is likely Lantern Radio would be interested in joining West FM's live overnight service (but keep its identity with split jingles) and thus automation could be transferred to Wild West Radio's overnight service.

19. OUTPUT IN LANGUAGE(S) OTHER THAN ENGLISH

If any programming in a language (or language) 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.

Wild West's entire output will be broadcast in English except for exceptional unforeseen circumstances. Our research shows that less than 5% of the population is of ethnic origin.



20. (FM WAVEBAND) - PROGRAMME SCHEDULE

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

WEST FM PROGRAMME SCHEDULE - MONDAY TO FRIDAY

07.00 - 11.00

DAWN FREQUENCY - There's a daily look at *Celebrities Birthdays* and your chance to win in the *Bits and Pieces Game* and *The Write-in Competition*. Plus *Local and National News* every half hour, *Thought for The Day* (not Exeter), regular *Sports bulletins* with regular *Travel Reports* from *AA Roadwatch*. Check out your *Daily Horoscopes* between 09.00 and 9.30 and catch the *Coastal News*, *Jobsearch* and the *Newspaper Review*. There's live guests too - *Cookery*, *Gardening*, *Medicine* and *Law* - as well as the *Consumer News* and *Shopping Basket*

3-WAY
SPLIT

11.00 - 15.00

MIDDAY MAGAZINE - Win big cash by identifying the *Mystery Voice* at 11.15. At 12.15 compare the original and most recent hits of a famous artist in the *First And Last* feature. Win cds and singles in the *Treasure Trail* competition. There's a full roundup of local and national News at one and the *Music Marathon* between 13.10 and 14.00. You're bound to find something on the *Bargain Basement* at 14.15 where you can buy or sell items up to £100. Plus there's a *Feature Album*, *Jobsearch* and a comprehensive guide to all that's happening in Devon with the *Whats Ons*.

AUDIENCE

15.00 - 19.00

EXETER & EAST DEVON JOURNAL/TORBAY JOURNAL - Enjoy memories in the *Flashback* year at three and your favourite *Love Songs* at 15.45. There's regular *Travel Reports* from *AA Roadwatch* plus *Local and National News* every half hour (from 16.00) with regular *Sports* and *Financial Bulletins*. Challenge your mind with the *Brainstormer Competition* at 17.15. Listen out for work opportunities in *Jobsearch*. Between 17.00 and 18.00 an individual local news round-up will be run on Exeter and Torbay transmitters. A national and regional round-up follows in 10 minute bulletin at 18.00. Relax after 18.00 with the *Devon CD Album Chart*.

FINANCE

2-WAY
SPLIT

19.00pm - 21.00 (* see notes)

WEST FM RADIO TRUST (Monday to Thursday) - This programme is mainly run by volunteers, hospital radio, community and charity workers. The station is given over to the community and regular guests will include the *Community Police*, the *Benefits Agency* and local *Colleges*. Charity fund raising ideas and community programming will stem from here on a regular basis in a fun atmosphere of music requests and competitions. These programmes will not be broadcast on 97.0 FM in Exeter which will have a music based sequence aimed at young people including pop news, new releases and gig news. This will be carried on the *Torbay 96.4 FM* transmitter (and sourced from the *Torquay studios*) as well during June, July and August but *Trust Programming* will continue all the year round on 103 FM.

ENGINEERING

2 or
3-WAY
SPLIT

19.00 - 21.00

WEEKEND CLUB BEAT (Friday Only) - A refreshing start to the weekend - not only for the younger listener getting ready to go out 'on the town' but also for all fans of dance and soul music. There's the *Floor Fillers Chart* compiled from local clubs and discos plus plenty of information about new releases. Remember old classics in the *Souly Threesome* and the *Old Rave* feature. You can also catch up with details of the local club action and DJ's etc. in the *Gig Guide*.

CONCLUSION

21.00 - 01.00 NIGHT LIGHT - Every night enjoy a track from the Album of The Week or join in the Double The Meaning competition. There's a Jobsearch Roundup and the Super Softies love songs in the Midnight Affair - as well as the very best in music. Catch up with a summary of the day's news and financial report at 23.00.

01.00 - 7.00 OVERNIGHT - the best in overnight music and entertainment. There's the 30 second Quiz, the Golden Hour between 03.00 and 04.00, a look at the new releases just after 04.00 in the Shiny and New feature and don't forget the Pointless Quiz with the Pointless Prize between 06.00 and 07.00.

WEST FM PROGRAMME SCHEDULE - SATURDAY

07.00 - 10.00 SATURDAY BREAKFAST - There's News on the hour, Sailing News, the Beach Report, news of What's On in the area, regular Travel Bulletins from AA Roadwatch. There will also be sports preview looking ahead to the afternoon action (Exeter City on Exeter, Torquay United on Torbay) Catch up with the very latest films in the Cinema Review together with a chance to win a prize. You can also send special requests to friends and relations who are getting married on the Wedding Call.

10.00 - 14.00 DIGITAL TRAX - A mix of the best current melodic tracks on CD albums - predominantly from the US and UK album chart. Although the programme will be mostly music based there are opportunities for 'lifestyle' features such as DIY etc.

14.00 - 18.00 SATURDAY SPORT - If you're not out playing sport on Saturday but want to know what's going on in sporting events locally, regionally and nationally then tune into Saturday Sport for sports action from cricket to skiing, bowls to hockey, tennis to football. We also keep you up-to-date with all local and regional sports club news and results.

18.00 - 20.00 MUCH MORE MUSIC - A programme high on music energy with the aim of giving listeners the "get and up and go" to enjoy a Saturday "on the town" or to simply enjoy at home.

20.00 - MIDNIGHT ROCK WEST - The best of rock old and new - light and heavy. Local bands will regularly participate and there's GIG NEWS.

MIDNIGHT - 07.00 MIDNIGHT AFFAIR/OVERNIGHT - as per weekday

WEST FM PROGRAMME SCHEDULE - SUNDAY

07.00 - 10.00 ("not Exeter) CLASSIC SHADES - A selection of light classical music and jazz together with the likes of Jean Michel Jarre/Kenny G, New Age and music from The Shows and Movies etc. Each hour has a different mood colour - becoming lighter as the morning progresses. There's also the Classical Whats Ons and Arts Roundup.

07.00 - 10.00 ("Exeter only) SUNDAY SUNRISE - A mellow way to start the day in the City! The finest selection of soft songs both old and new to start Sunday with a peaceful easy feeling. The programme includes an extended Thought For The Day religious feature.

10.00 - 13.00 SUNDAY REQUESTS - A packed programme of fun, competitions, requests, horoscopes and good music - just right for a Sunday lunchtime! You can also win big prizes in the Hi-Lo Competition.

13.00 - 16.00 THE SUNDAY AFTERNOON CRUISE - The best of cruisein' music both old and new. Putting back the fun into the Sunday afternoon drive whether in the car - or even at home!

16.00 - 19.00 THE NETWORK CHART SHOW

19.00 - 01.00 SUNDAY NIGHTCAP - as per weekday

01.00 - 07.00 OVERNIGHT - as per weekday

3-WAY
SPLIT

2-WAY
SPLIT

AUDIENCE

FINANCE

ENGINEERING

CONCLUSION

MORE BALLADS

**DEVON'S FAVOURITE MUSIC
ALL DAY - EVERY DAY**

NO DANCE

**WILD WEST RADIO PROGRAMME SCHEDULE
MONDAY TO FRIDAY**

7.00 - 11.00

BEANS FOR BREAKFAST - There's a chance to win in the *Where Am I Competition* at 10.30. There's live guests too - bringing the best of local lifestyle features including gardening, investment advice, local history, holidays as well as health and benefits advice. Plus local and national news every hour (every half hour during drivetime). Pause for Thought, Jobsearch, Whats Ons, Sports bulletins and regular Travel Reports from AA Roadwatch.

11.00 - 16.00

HIGH NOON - A programme packed with Devon's most melodic blend of music. Relax for 10 minutes during the Coffee Break at 11.30 and contemplate who you would like to nominate for the Wild West Rose just after 12. Every day someone special receives a bottle of champagne and the famous Wild West Rose. There's news on the hour and a full roundup of local and national news at 13.00 plus Whats On and Jobsearch information.

16.00 - 20.00

SUNSET SHOWDOWN - The perfect blend of music and information to take you on your journey home or just simply to keep you company! Between 17.00 and 18.00 the programme features "Devon Today" a news magazine blended into the music mix with live guests and a roundup of the day's news. You can also win a prize by jumping on the Bandwagon Competition. Plus local and national news every hour (every half hour during drivetime), Jobsearch, Whats Ons, Sports bulletins and regular Travel Reports from AA Roadwatch.

20.00 - 01.00

THE LAST STAGE - Every night enjoy a track from the *Album of The Week* or join in the Pontoon Competition. There's a really relaxed atmosphere where you can join in with the Late Night Club for dedications read out to friends and other late night listeners. Plus a Jobsearch Roundup and you can catch up with a summary of the day's news and financial report at 23.00.

01.00 PM - 7.00 AM

GHOST TOWN MUSIC SEQUENCE - Devon's favourite music all night long scheduled by the high-tech Wild West Wind Up Gramophone - which has remarkably good taste! No Dance, No Rap, No Hard Rock, No Heavy Metal; More Ballads, More Good Time Oldies, More Country, More Melody and Better New Music.

MORE COUNTRY

NO HEAVY METAL

AUDIENCE

FINANCE

ENGINEERING

CONCLUSION

MORE MELODY

- 15 (d) -
AM WAVEBAND

WILD WEST RADIO PROGRAMME SCHEDULE SATURDAY

NO RAP

11.00 - 11.00

weekday show.

SATURDAY BEANS - a more relaxed weekend version of the

11.00 - 15.00

DETEMAHER DIARY - a look at the birthdays and anniversaries of events for the week ahead with lots of related music. The programme includes music from virtually anybody and everybody - with spoken word, comedy, classical music, jazz, soul, country and soft rock. There's a local look at a week in the past in the Yesterday Once More feature.

15.00 - 19.00

COUNTRY SHOWDOWN - the best in Country music in the West. This specialist music programme brings out the flavour of the area's favourites. Local guests and bands are regularly featured and there's release information, background and the Country Gig Guide. Throughout the afternoon the programme also updates you with the latest sports news.

19.00 - 21.00

AWOPFALOOOOPWOPFERMEMDOM - fun time from the fifties! Rock & Roll, Rockabilly and Doo Wop. Presented with plenty of background information and news of local music clubs and gigs.

21.00 - 01.00

SOUL STAGE - Saturday night music to stir the soul in any listener! The cream of soft and classic soul with large dollops of Tamla Motown, Stax and Atlantic memories.

01.00 - 07.00

GHOST TOWN MUSIC SEQUENCE - as per weekday.

MORE GOOD TIME OLDIES

WILD WEST RADIO PROGRAMME SCHEDULE SUNDAY

07.00 - 10.00

weekday show.

SUNDAY BEANS - a more relaxed weekend version of the

10.00 - 14.00

STRAWBERRY FIELDS - a brilliant mix of the biggest and best golden oldies - predominantly from the psychedelic era of the 1960's. Presented with lots of background information and memorabilia in a light-hearted fashion. There are great CD prizes to win too in the Roulette Wheel of Fortune game.

14.00 - 16.00

NUGGETS - a review of the area's best selling melodic albums together with a review of those just bubbling under.

16.00 - 19.00

WILD WEST ROUNDUP - a look back at a selection of the best features, topics and news from the week on Wild West Radio.

19.00 - 20.00

OLD FRIENDS - a specialist music programme of nostalgia. Music from the 30s, 40s, and 50s presented in an informative way with reaction and memories from listeners. There's the chance to broadcast information about local clubs and groups and a Big Band music slot.

20.00 - 01.00

SUNDAY STAGE SHOW - weekend version of weekday show.

01.00 - 07.00

GHOST TOWN MUSIC SEQUENCE - as per weekday.

HARD ROCK

BETTER NEW MUSIC

AUDIENCE

FINANCE

ENGINEERING

CONCLUSION

21. APPEAL OF PROGRAMME SERVICE

- a) To what extent, and in what ways, is the proposed programme service designed to "cater for the tastes and interests of persons living in the area", either general or particular ?
- b) If the programme service is designed to appeal especially to particular sections or demographic groups (e.g. certain age groups) within the population, state which.
- c) To what extent, and in what ways, will the proposed service cater for tastes and interests different from those catered for by any other Independent Local Radio services provided within part or all of the licence area, apart from those for which the licence(s) are currently being re-advertised?

a) The services proposed in this Application are specifically intended to serve listeners in the Exeter/ Torbay licence area. Great care has been taken to make proposals which will exploit the unique relationship which can exist between an independent Local station and it's audience. We do not intend to be just another station on the dial. We will be The station to listen to in order to be fully briefed. From our re-appraisal of transmission facilities to our plans for localised FM output from three studio centres we feel we demonstrate un-rivalled adaptability to local needs without losing track of the need to be viable.

****FOR FULL APPRAISAL OF THIS QUESTION
PLEASE REFER TO AGREED ADDITIONAL PAGES****

THESE CAN BE LOCATED AFTER QUESTION 15 (AM WAVEBAND)

b) As we have described, our AM and FM plans provide for two broadly targeted and mutually complimentary services, sharing essential features such as news. The FM service is aimed at the 15-54 age range in general and the 25-44 age range in particular. Within a consistent policy, it is felt that the service to Exeter should have a slightly more pacey style than that offered in Torbay or East Devon. This will be achieved through the distinctive styles of the three breakfast programmes. The AM service is broadly aimed at over 35's and at the 45-64 group in particular. By providing, in effect, two stations for people aged 35-54 we hope to increase our chances of a high combined weekly reach, though our actual projections are of necessity conservative at this point

c) The area is not significantly overlapped by neighbouring contractors, though Orchard FM, Lantern Radio, Plymouth Sound and Pirate FM can be heard on the fringes. The new Dorset contractor will most probably be audible in places too. Apart from wishing to emulate some of Lantern's successful programming elements, we observe that the winner(s) of this licence will remain in a unique position to provide Independent Local Radio services to the area.

AUDIENCE

FINANCE

ENGINEERING

CONCLUSION

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

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

The only similarity between Wild West's proposals and the existing output of the current contractor is the concept of a popular ILR format.

The fundamental difference would be the result of Wild West's local ownership and genuine dedication and interest in providing a special service for this area. This belief is made evident from the local programming from not one but FOUR different centres (Exeter FM, Honiton FM, Torquay FM and Wild West AM).

Over and above this significant factor Wild West is committed to increasing speech and news output together with boosting community broadcasting. Wild West's knowledge and understanding of the area would prevent such crass errors made by the current contractor in jingle statements talking about "the rolling sands of Seaton" - when there aren't any!

*Such policies would dramatically broaden listener choice and expand the original remit of this first 'split' franchise in the UK which was allowed to slip away long ago. Furthermore, Wild West believes it can offer these services very efficiently utilising modern technology whereby staff costs for four different identities will be less than the present contractor's costs in 1991 (*sourced from Westcountry Radio's accounts at Companies' House) for one service.*

Music output would also vary from the existing contractor by offering a much wider choice of listening. It is believed DevonAir currently utilises a choice of just 650 records. Wild West stations would offer an infinitely wider selection with considerably greater direct input and human override.

There will also be a return to some specialist music programming. Whilst the county of Devon has less competitive markets than other major conurbations it is felt that this format would be much more successful. This idea is supported by the success of Lantern FM 96.2's current use of this philosophy and comments received by listeners in the North Devon area. Indeed, a significant response from Lantern FM 96.2 listeners in fringe areas between the two contractors shows that a number seem to prefer the output from the North Devon station despite, a poorer signal often citing variety of content as a reason for listening.

Although staff costs will be less than the current contractor's, Wild West will, in fact, have a bigger (but leaner) team. This demonstrates our intention to create jobs in the area and to help out with local training schemes. The South West is still an employment black spot and we are committed to helping the area to address this situation both on and off the air.



24. SIZE AND COMPOSITION OF AUDIENCE

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

Wild West anticipates that all three FM services together would achieve a minimum of a 35% reach and 10.5 hours per week (126,000 listeners, 1,323,000 hours).

Wild West anticipates that the AM service would achieve a minimum of 15% reach and 8 hours per week (60,000 listeners, 352,000 hours).

Growth and demographic breakdown of forecasts can be found in the SUPPORT TO SALES ANALYSIS - submitted separately.

25. EXPECTED AUDIENCE, RELATIVE TO THAT FOR EXISTING SERVICE

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

Wild West believes that a return to local programming with wider listener choice should boost listening on FM to, at least, 35% reach and a minimum of 10.5 hours. It should be remembered that in the early days of DevonAir when the Exeter/Torbay split was still fully operational JICRAR results were at 58%. Naturally, the arrival of Radio One FM and BBC Radio Devon would have had an effect on this figure. But it is Wild West's belief that the reduction in local programming has been responsible for the biggest drop in listening levels.

The AM service should provide a guesstimated 15% reach within a year and an average of 8 hours listened.

Overall the last published figures for DevonAir (RAJAR 2nd Quarter 1993) showed a total listening of 33%. Wild West believes its four services' combined listening results should ultimately improve the present contractor's results by up to 10%.

Further evidence supporting our projections can be found in the SUPPORT TO SALES ANALYSIS - submitted separately.

FINANCE

ENGINEERING

CONCLUSION

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26. LOCAL SUPPORT FOR THE APPLICANT

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

ANNA CLARKE, LRPS Anna has put immense energy and enthusiasm into forming the Advisory Board for Wild West. Anna is Managing Director of Sound Systems Ltd and also runs her own photography business in Okehampton. No stranger to community work, Anna has been involved with various charity organisations such as Rotaract. Currently she is the President elect of Exeter Sorptomists, a member of Boddicea and a volunteer broadcaster on Lantern Radio's Trust programmes in North Devon. Anna is Chairperson designate for the Advisory Board and a pledged shareholder.

MALCOLM MARDON Malcolm has taken a very active part in developing expansion ideas of Lantern Radio's Trust programmes across the Devon Area. He has organised support from all of the hospital radio services within Exeter/Torbay franchise area. These hospital radio members would give voluntary help in Devon wide Trust programmes in the same way Tarka radio supports the Lantern Radio Trust. Malcolm is Chairman of Exeter Hospital Radio as well as Regional Representative of the South West Association of Hospital Broadcasting Organisations (SWAHBO).

SUSAN ROBINSON Susan has acted as Press Officer for the Wild West application. Not only has she provided a permanent working address for the group but has also taken a very active rôle in the development meetings of the consortium. Susan is a multi-media consultant and broadcaster based in Devon! She has considerable experience in the media having been a journalist for almost 20 years. The majority of that time was spent as a reporter on local newspapers and as a reporter and producer at BBC Radio Lincolnshire. It is anticipated that Susan would offer her broadcasting skills to Wild West as a freelance.

ROBERT POCOCK Robert is Company Secretary for Wild West, and will also act in a "hands-on" consultancy role. An energetic and successful Commercial Banker and Management Consultant, he has lived in the Exeter & Torbay area through most of his life. After establishing and heading the most consistently successful South West Business Centre for a leading high street bank, he left to commence his own consultancy practice, Financial Management Services, undertaking projects on behalf of banks, accountants and solicitors, in addition to long term direct involvement with business. Local clients range from start-up enterprises to established companies with sales of £10m per annum and bank borrowings of £5m, spread across a broad cross-section of industries. Fully conversant and experienced with modern accounting practices and methods of control, he has a detailed knowledge in areas such as management accounting, forecasting and cashflow controls, risk and sensitivity assessment, and brings all aspects of business planning together to give specific direction to businesses, in particular those undergoing rapid change. Currently studying for an MBA, he is also a founding member of the Westward Foundation, an independent body formed to advance knowledge and understanding of forces influencing change in the region, serves on the institute of Management's Exeter and Torbay committee, and holds membership of the Management Research Group arm of the IMgt Foundation.

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27. LOCAL INVOLVEMENT BY THE APPLICANT

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

Wild West has gone to great lengths to maintain a high PR profile both within the industry and locally. This has been achieved by not only utilising paid-for advertising (see press advert in Support Document - filed separately) but also by the appointment of a Press Officer. This has afforded the group considerable press coverage in the area and developed substantial awareness. A survey carried out by Entri in July 1993 enabled Wild West to glean local trends. Considerable effort has also been directed towards local businesses making them aware of Wild West's advertising potential and discussing the suitability of its rate card etc through mail outs. Approaches have been made direct to major advertisers, local sales agents and all the local chambers of commerce.

Additionally, the local councils have been kept up to date with Wild West's plans. The Wild West Charity Trust has played its part by publicising its aspirations amongst key local fund raisers. Meetings have been held with the South West Association Hospital Broadcasting Association and further support obtained for our planned Trust programmes. A public meeting is also planned shortly after this submission.

28. AUDIENCE RESPONSE

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

Wild West believes a Local Advisory Board is a vital asset for any station genuinely wishing to monitor and improve its output. The aim of this body is to provide a link between Wild West and the local community. The Board will aim to monitor the output from the station and provide constructive criticism.

Initially, it is intended that the Board will meet monthly during the first year and then quarterly thereafter. The Board will comprise of selected people from all walks of life and it is hoped that their various functions in the community will allow people in the community to comment directly on various issues. Their expertise in their specialist areas will be invaluable to Wild West. Following each meeting the group's findings will be reported to and discussed in full with Wild West's Board of Directors. Any action or changes felt necessary as a result of these meetings can then be implemented by the station.

Anna Clarke †, Chairperson of the Advisory Board, has already recruited a panel of advisors and outlined a working structure for the board. The Local Advisory Board will be ready to carry out its duties as soon as the franchise is awarded. The following members have agreed to take up positions on the Advisory Board:

NAME	REPRESENTING	HOME RESIDENCE	OCCUPATION
1. Anna Clarke	Chairman	Okehampton	Business woman
2. Angela Nash	Youth	Credton	Sales assistant
3. Sarah Fenton	Education	Tiverton	Community Teacher
4. John Foot	Employment	Exeter	Principal - St Lloyes
5. David Coard	Business	Exeter	Stockbroker
6. Canon Mawson	Religion	Exeter	Exeter Cathedral
7. Frances Lawrence	Community	Exeter	Financial PA
8. Rosie Corby	Local History	Tarquay	Librarian
9. Chris Murray	Farming	Newton Abbot	Farmer
10. Judy Chard	Arts	Newton Abbot	Author/Journalist

Wild West also plans to utilise the professionally acknowledged RAJAR survey system. Further feedback will be regularly requested from the sales team. Criticisms from advertisers will have to be examined and, where necessary (and within the broadcast code and promise of performance) programming will be adjusted in order to ensure commercial success. There will also be occasional use of external promotions and/or competitions to determine changing tastes within the potential audience.

† Further details of Anna Clarke's involvement can be found in answer to Question 26





WEST FM & WILD WEST RADIO

A Sound future for Devon

Section Four

Finance



SECTION IV : FINANCE

29. SUMMARY OF BUSINESS PLAN

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

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

OBJECTIVES:

1. To establish a quality radio service which will :

- Entertain and inform local people with (at times) four balanced programme services of music, news and local affairs.
- Maintain and enhance the unique flavour of the three constituent areas - Exeter, Torbay and East Devon.
- Have all programmes designed, managed and operated by local people independently.
- Offer an attractive proposition to advertisers and sponsors.

2. To provide, manage and operate the services through :

- A predominantly local Board of Directors, augmented by those who have experience in radio.
- A full-time staff of 35, plus 2 additional part-timer specialists and freelance support.
- Three studio complexes located in our three broadcast districts, built to industry standard, with "state of the art" equipment.
- Active "hands-on" management to establish a sound business capable of generating fair rewards to shareholders.

FUNDING : \$750,000 share capital has been targeted, to be provided locally and mostly privately. Shareholders will be taken from as wide a selection of the local population as is possible. The Company will be managed so that investors can take full benefit of the Business Expansion Scheme. In addition to the ordinary share pledges, Entri Research Ltd and Designama Ltd have confirmed the availability of \$100,000 each of zero coupon preference shares (non-voting). Full details are given in response to Question 35. In addition, lease purchase and bank finance is confirmed, with the agreement to discuss further funding from both source should the share capital target not be reached. The combination of all of these elements exceeds the total amount required.

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USE OF CAPITAL: The share capital will initially be applied towards the cash purchase of fixed assets, initial capital deposits on lease-purchase contracts and pre-operational expenses. The balance will be available to meet working capital requirements, continued investment in the music library and to fund the forecast loss in years one and two. 66% of all fixed assets will be purchased for cash. All properties will be leased - Wild West will operate as a radio station, not a property company! The plan has been prepared to ensure that the bank overdraft is only required for short term working capital needs. It is considered that over-emphasis on bank funding is inappropriate in this industry where operational gearing, as emphasised during the recession, is high.

MARKETING: The station will be seen as attractive to advertisers and sponsors through success in extending choice and catering for the tastes and interests of the potential audience. Our product will in fact be four products - Wild West Radio, and West FM operating from Exeter (Exe-West FM), Torbay (Bay-West FM) and Honiton (West FM). Through split programming and advertising it will be possible to sell all four independently, or in any combination. This greatly increases the value to local advertisers and sponsors who will be able to target airtime at their own specific audiences, resulting in significantly greater scope for total advertising revenue, particularly during the times of 07.00 to 11.00 and 17.00 to 19.00.

Regular RAJAR research will be undertaken to track progress and offer up-to-date information to air time buyers. The "product" will therefore be offered through carefully coordinated promotion and pricing, both locally (primarily through our sales force) and nationally, through a sales agency. Locally the emphasis will be upon retaining and encouraging repeat business.

REVENUE: An adult area population of 400,000 has been assumed in the Wild West group's revenue calculations. With the area being a significant beneficiary of the "visitor business" - both tourism and business/conference visits; the actual potential audience is further expanded. Our forecasts for 1995 are conservative, based upon merely matching DevonAir's 1991 income (as recorded at Companies House), although we believe the potential is far greater due to the split programming, impact of a new franchise and the anticipated local economic recovery.

Thus for budgeting purposes, gross advertising revenue is estimated at 1.80 per adult (local) and 0.25 (national). In line with industry and local trends, an increasing proportion of revenue is expected to be generated from sponsorship, initially budgeted at 0.60 per adult, or 23% of total net revenue.

The radio advertising base is now well established in the area, albeit at a modest level, and it is considered that this effectively underwrites the budgeted figures. Competition comes from both local press, much of which is now represented by free papers under group ownership - and Westcountry TV, whose local service has struggled to meet expectations and whose marketing policy is overwhelmingly national. The quality local programming of Wild West is expected to take a steadily increasing share of the existing market and will also expand the total market.

Broadcasting competition is reflected in national FM and AM stations and BBC Radio Devon. The latter has recently extended its coverage into Dorset, which has been seen as diluting its local flavour, which could benefit Wild West, the only station in the area which will primarily target local advertising and sponsorship. The possibilities of further extension of the AM service to the Okehampton area, if our idea is adopted by the Radio Authority, will further increase Wild West's business potential. However, for the purposes of our conservative forecasts, it is considered prudent to allow for 6% per annum real growth in income over years 2 to 5 of the licence, from the low base levels of year 1, with 0% real growth over years 6 to 8. Inflation is assumed at 4% per annum throughout.

COSTS: These have been researched rigorously, compared to the actual experiences of other radio stations and public information available at Companies House on DevonAir Ltd (1991 and 1992 accounts). Control will also be rigorous and we have the staff to achieve such control. Costs have generally been increased at a rate of 4% per annum to cover inflationary expectations.

RESULTS: It is budgeted that Wild West will achieve trading break-even early in the third year of operation. Cashflow should become positive during year 2.

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30. FINANCIAL FORECASTS AND ACCOUNTS

a. CASH FLOW FORECASTS

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

INCOME

Capital

Gross advertising revenue

Less agency commission and discounts

Net advertising revenue

Sponsorship and co-funding

Other (specify)

TOTAL INCOME

EXPENDITURE

Capital expenditure

HP/leasing

General and administration:

Licence fees

Staff

Premises

Legal and professional

Establishment/overheads

Engineering:

Transmitter operating costs

Other (specify)

Programming:

Copyright fees

Music library

Acquired programming

News service

Other (specify)

Marketing/promotion

Audience research

Other costs (specify)

TOTAL EXPENDITURE

(cont. overleaf)



VAT adjustment
Interest payable
Interest receivable
Taxation
Dividends
Other outflows (specify)

NET INFLOWS/OUTFLOWS

Balance B/F
Balance C/F

Lowest cash position in quarter

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 broadcast.

Advertising revenue
Income from other sources
Staff costs
Depreciation
Other operating charges
Operating profit/(loss)
Net interest receivable/(charged)
Profit/(loss) on ordinary activities before tax
Taxation
Retained profit/(loss)
Retained profit/(loss) brought forward
Retained profit/(loss) carried forward

Other headings may be inserted where applicable

ENGINEERING

CONCLUSION

c. BALANCE SHEET

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

Fixed assets:

 Tangible assets

Current assets:

 Debtors

 Cash in bank and in hand

 Creditors: amounts falling due within one year

Net current assets/(liabilities)

 Creditors: amounts falling due after one year
(showing long-term debt separately)

Total assets less total liabilities

Represented by:

 Called up share capital

 Profit and loss account

 Other reserves

Other headings may be inserted where applicable.

Application should also show details of any off-balance sheet financing arrangements and any contingent assets or liabilities.



Q 30a: CASHFLOW SUMMARY: PRE-OPERATIONAL AND FIRST THREE YEARS OF BROADCASTING
(£,000s)

INCOME	{Notes}	Pre-op	Year 1	Year 2	Year 3
Capital		750			
Gross advertising revenue			752	896	983
Less agency commission & discounts			-23	-27	-30
Net advertising revenue			729	869	953
Sponsorship & co-funding			220	262	288
Other (Events/Roadshows)			10	15	20
TOTAL INCOME	{1}	750	959	1146	1261
EXPENDITURE					
Capital Expenditure	{2}	353			
HP/Lease purchase (incl. deposits)		21	65	66	59
General administration:					
Licence fees		0	5	5	5
Staff	{3}	98	506	526	547
Premises	{4}	8	75	77	78
Legal & professional		6	18	19	20
Establishment/overheads	{4}	46	110	116	124
Engineering					
Transmitter operating costs	{4}	5	130	135	141
Other	{4}	6	18	19	20
Programming					
Copyright fees	{4}	0	75	80	87
Music library	{2}	35	5	5	5
Acquired programming		0	0	0	0
News service	{4}	0	20	21	22
Other (data store/tape/training)	{4}	0	12	12	12
Marketing/promotion	{4}	54	30	31	32
Audience research		0	16	17	17
Other costs (Chairman's & Dir's fees)		5	10	10	10
Other costs (pre-company)		40	0	0	0
TOTAL EXPENDITURE		677	1095	1139	1179
VAT adjustment	{5}	86	-71	2	1
Interest payable (overdraft)		0	3	3	0
Interest receivable		-20	0	0	0
Taxation		0	0	0	0
Dividends		0	0	0	0
Other outflows: creditor adjustment	{6}	-34	-20	-4	-5
NET INFLOWS (OUTFLOWS)		41	-48	6	86
Balance B/F		0	41	-7	-1
Balance C/F		41	-7	-1	85



Q 30a: CASHFLOW FORECASTS: OPERATIONAL YEAR ONE (£,000s)

	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	Year 1
INCOME					
Capital	0	0	0	0	0
Gross advertising revenue	117	201	210	224	752
Less agency commission & discounts	-4	-6	-6	-7	-23
Net advertising revenue	113	195	204	217	729
Sponsorship & co-funding	47	52	58	63	220
Other (Events/Roadshows)	2	2	3	3	10
TOTAL INCOME	162	249	265	283	959
EXPENDITURE					
Capital Expenditure	0	0	0	0	0
HP/Leasing	16	16	16	17	65
General administration:					
Licence fees	1	1	1	2	5
Staff	126	126	127	127	506
Premises	18	19	19	19	75
Legal & professional	4	4	5	5	18
Establishment/overheads	29	27	27	27	110
Engineering					
Transmitter operating costs	32	32	33	33	130
Other (technical supplies)	4	4	5	5	18
Programming					
Copyright fees	15	20	19	21	75
Music library	1	1	1	2	5
Acquired programming	0	0	0	0	0
News service	5	5	5	5	20
Other (data store/tape/training)	3	3	3	3	12
Marketing/promotion	8	7	7	8	30
Audience research	2	2	2	10	16
Other costs (Chairman's & Dir's fees)	2	2	3	3	10
Other costs (pre-company)	0	0	0	0	0
TOTAL EXPENDITURE	266	269	273	287	1095
VAT adjustment	-72	0	0	1	-71
Interest payable (overdraft)	0	1	1	1	3
Interest receivable	0	0	0	0	0
Taxation	0	0	0	0	0
Dividends	0	0	0	0	0
Other outflows: creditor adjustment	-12	-6	-1	-1	-20
NET INFLOWS / OUTFLOWS	-20	-15	-8	-5	-48
Balance B/F	41	21	6	-2	
Balance C/F	21	6	-2	-7	
Lowest cash position in the quarter	21	6	-2	-7	



Q 30a: CASHFLOW FORECASTS: OPERATIONAL YEAR TWO (£,000s)

	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	Year 2
INCOME					
Capital	0	0	0	0	0
Gross advertising revenue	204	219	228	245	896
Less agency commission & discounts	-6	-7	-7	-7	-27
Net advertising revenue	198	212	221	238	869
Sponsorship & co-funding	63	63	67	69	262
Other (Events/Roadshows)	3	3	5	4	15
TOTAL INCOME	264	278	293	311	1146
EXPENDITURE					
Capital Expenditure	0	0	0	0	0
HP/Leasing	16	16	17	17	66
General administration:					
Licence fees	1	1	1	2	5
Staff	131	131	132	132	526
Premises	19	19	19	20	77
Legal & professional	4	5	5	5	19
Establishment/overheads	29	29	29	29	116
Engineering					
Transmitter operating costs	33	34	34	34	135
Other (technical supplies)	4	5	5	5	19
Programming					
Copyright fees	18	19	21	22	80
Music library	1	1	1	2	5
Acquired programming	0	0	0	0	0
News service	5	5	5	6	21
Other (data store/tape/training)	3	3	3	3	12
Marketing/promotion	7	8	8	8	31
Audience research	2	2	2	11	17
Other costs (Chairman's & Dir's fees)	2	2	3	3	10
Other costs (pre-company)	0	0	0	0	0
TOTAL EXPENDITURE	275	280	285	299	1139
VAT adjustment	-3	3	0	2	2
Interest payable (overdraft)	1	1	1	0	3
Interest receivable	0	0	0	0	0
Taxation	0	0	0	0	0
Dividends	0	0	0	0	0
Other outflows: creditor adjustment	4	-3	-2	-3	-4
NET INFLOWS / OUTFLOWS	-13	-3	9	13	6
Balance B/F	-7	-20	-23	-14	
Balance C/F	-20	-23	-14	-1	
Lowest cash position in the quarter	-20	-23	-23	-14	



Q 30a: CASHFLOW FORECASTS: OPERATIONAL YEAR THREE (£,000s)

	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	Year 3
INCOME					
Capital	0	0	0	0	0
Gross advertising revenue	222	241	252	268	983
Less agency commission & discounts	-7	-7	-8	-8	-30
Net advertising revenue	215	234	244	260	953
Sponsorship & co-funding	69	71	73	75	288
Other (Events/Roadshows)	4	4	6	6	20
TOTAL INCOME	288	309	323	341	1261
EXPENDITURE					
Capital Expenditure	0	0	0	0	0
HP/Leasing	16	16	16	11	59
General administration:					
Licence fees	1	1	1	2	5
Staff	136	137	137	137	547
Premises	19	19	20	20	78
Legal & professional	5	5	5	5	20
Establishment/overheads	31	31	31	31	124
Engineering					
Transmitter operating costs	35	35	35	36	141
Other (technical supplies)	5	5	5	5	20
Programming					
Copyright fees	21	21	22	23	87
Music library	1	1	1	2	5
Acquired programming	0	0	0	0	0
News service	5	5	6	6	22
Other (data store/tape/training)	3	3	3	3	12
Marketing/promotion	8	8	8	8	32
Audience research	4	4	4	5	17
Other costs (Chairman's & Dir's fees)	2	2	3	3	10
Other costs (pre-company)	0	0	0	0	0
TOTAL EXPENDITURE	292	293	297	297	1179
VAT adjustment	-4	3	1	1	1
Interest payable (overdraft)	0	0	0	0	0
Interest receivable	0	0	0	0	0
Taxation	0	0	0	0	0
Dividends	0	0	0	0	0
Other outflows: creditor adjustment	3	-4	0	-4	-5
NET INFLOWS / OUTFLOWS	-3	17	25	47	86
Balance B/F	-1	-4	13	38	
Balance C/F	-4	13	38	85	
Lowest cash position in the quarter	-4	-4	13	38	



{Note 1}

ANALYSIS OF REVENUE

	£,000s Year 1	£ per adult	£,000s Year 2	£ per adult	£,000s Year 3	£ per adult
Local advertising	720	1.80	792	1.98	871	2.18
National advertising	100	0.25	110	0.28	121	0.30
Gross advertising revenue	820	2.05	902	2.26	992	2.48
Less agency commission & discounts	-25	-0.06	-27	-0.07	-30	-0.08
Income from other sources:						
Sponsorship	240	0.60	264	0.66	290	0.73
Events	4		6		8	
Roadshows	4		6		8	
Other	2		3		4	
TOTAL REVENUE	1045	2.61	1154	2.89	1272	3.18

Assumptions:

Adult audience 400,000 (actual current 360,000 FM and 440,000 AM)

Breakdown of year 1 gross advertising & sponsorship revenue (ie before agency commissions) per station is as follows:

Exe West FM	£380,000
Bay West FM	£320,000
West FM (Honiton)	£140,000
Wild West Radio (AM)	£220,000
	<u>£1,060,000</u>

Both local and national gross revenue is shown net of bad debt write-offs, anticipated at 4%.

Notes:

Annual revenue is anticipated to be split in the following proportions per quarter year: Q1 21%; Q2 26%; Q3 25%; Q4 28%.

Annual cashflow calculations are as follows:

Year 1 total revenue of £1045k, less debtors (excluding VAT) of £86k = £959k

Year 2 total revenue of £1154k, less increase in debtors (excluding VAT) of £8k = £1146k

Year 3 total revenue of £1272k, less increase in debtors (excluding VAT) of £11k = £1261k

Debtors represent 30 days' annual average sales. This expresses a conservative view, as 15 days is considered attainable in line with the MD's experience in his present station.

All figures on the cashflow are stated exclusive of VAT. The VAT adjustment on the cashflow sheets shows the effect of changes in the VAT element of debtors.

ENGINEERING

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{Note 2}

ANALYSIS OF FIXED ASSETS

	Quantity	Average price per unit	Total cost	Lease purchased*
Fixtures & fittings:				
Copiers, air driers...			4000	
Desk units			4000	
Seating			4000	
Filing			1000	
Alarm systems			3300	
Switchboards			7000	
Facsimile			2500	
TOTAL FIXTURES & FITTINGS			25800	
Studios:				
Studio shells	6	4900	29400	
Floating floors	6	1200	7200	
Acoustic & finishes	6	9300	55800	
Electrical	6	1200	7200	
Studio equipment	6	16700	100200	90000
Racks	3	20000	60000	
TOTAL STUDIO EQUIPMENT			259800	
Transmitter equipment:				
Contract with NTL - no assets			NIL	
Vehicles:				
Cars	10	10000	100000	91000
Computer systems:				
Studio hardware			50000	
Studio software			40000	
Jukebox systems			10000	
Office computers			45000	
Office network			5000	
Office printers			15000	
Office software			2000	
TOTAL COMPUTER SYSTEMS			167000	
Music library:				
CDs			35000	
TOTAL TANGIBLE ASSETS			587600	

Notes:

Additional music library purchases of £5,000 per annum will be made. It is considered appropriate to capitalise this cost, although it is shown as expenditure within the cashflow forecasts.

Studios will vary in level of refinement. It is anticipated that average costs of £40,000 per studio will be incurred for three sited in Exeter plus one in Torquay, with additional studios of £25,000 and £15,000 respectively in Torquay and Honiton (excluding racks and computer hardware / software / jukebox systems). Racks will be installed at an anticipated outlay of £30,000 Exeter and £15,000 each in Torquay and Honiton.

It is anticipated that vehicles will be retained over four years, with funding over three years. Studio equipment will be funded over four years. Interest on the lease-purchase payments is included within HP/Leasing on the cashflows, and "other operating charges" within the Profit & Loss.

*Lease purchase funding is shown after payment of the initial deposits and pre-operational capital repayments, totalling £19,000.



(Note 3)

ANALYSIS OF STAFF COSTS

Cost centre	Total costs		Staff salaries by location				
	Pre-Op	Year 1	Shared	Wild West Radio (AM)	Exe West FM	Bay West FM	West FM (Honiton)
Administration							
Chief Executive	0		32000				
3 Personal assistants	17000	30000		10000	10000	10000	
2 Receptionists / PAs	600	15000			7500		7500
	17600	45000	32000	10000	17500	10000	7500
Financial control:							
Finance Director	3000		15000				
Accounts clerk	400		9000				
Company secretary	3000		9000				
	6400	0	33000	0	0	0	0
Programmes:							
3 Managers/Presenters (Slot 1)	9000	54000		18000	18000	18000	
1 Presenter/Journalist (Slot 1)	1200	15000					15000
2 Presenters (Slot 2)	4000	33000		15000	18000		
3 Presenters (Slot 3)	1700	39000		12000	15000	12000	
1 Presenter (Slot 4, FM shares)	500	22000		10000	4000	4000	4000
1 Presenter (Slot 5, overnight)	400	9000			3000	3000	3000
Freelance presenters	0	11000		2000	3000	3000	3000
	16800	183000	0	57000	61000	40000	25000
News:							
Head of News	6000		18000				
3 Journalists	2600	30000		10000	10000	10000	
1 Assistant journalist	1300		7500				
	9900	30000	25500	10000	10000	10000	0
Sales:							
Sales & Promotions Director	14000		28000				
Commercial producer	2600		16000				
Traffic manager	2000		12000				
Traffic assistant	1500		9000				
5 Sales executives	12000	48000	12000	12000	12000	12000	
Sales assistant	300		8000				
	32400	48000	85000	12000	12000	12000	12000
Engineering							
Engineer	5000		14000				
	5000	0	14000	0	0	0	0
SUB TOTAL	88100	306000	189500	89000	100500	72000	44500
plus National Insurance costs	9400	32500	19900	9600	10700	7600	4600
TOTALS	97500	338500	209400	98600	111200	79600	49100
Plus shared spread over Wild West Less Lantern FM contribution		209400 [41900]		To Year 1 column total of £338,500			
NET STAFF COSTS	97500	506000					

Notes:

Pre-op total costs represent all staff costs prior to January 1995. Year 1 total costs reflects the salaries paid in full by Wild West, which are then broken down by radio station. In addition, there will be shared central staff, costing Wild West £209,400, less the £41,900 paid by Lantern FM towards services provided by those staff.

Apportioning Wild West group's share of "shared costs" equally over the four stations leads to total staff costs of: £140,500 Wild West Radio; £153,100 Exe West FM; £121,500 Bay West FM; £91,000 West FM.

NI is calculated at 11% to allow for staff benefits. The co's secretary & freelance presenters are self employed.

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(Note 4)

ANALYSIS OF OPERATING COSTS (£,000s)

	Pre-op	Year 1	Year 2	Year 3
PREMISES				
Rent & rates	5	55	56	57
Heat & light	2	12	13	13
Cleaning	1	5	5	5
Repairs & renewals	0	3	3	3
	8	75	77	78
ESTABLISHMENT/OVERHEADS				
Insurance	4	12	13	15
Travel expenses	6	20	21	22
Subs (A.I.R.C.)		5	5	5
Staff welfare		1	1	1
Printing/stationery	15	15	15	15
Telephone	7	40	42	44
Postage	2	10	12	14
Subs (general)		1	1	1
General	10	4	4	5
Computer maintenance etc.	2	2	2	2
	46	110	116	124
ENGINEERING				
Transmitter contract*	5	130	135	141
Landline rental	4	12	13	14
General maintenance		2	2	2
Technical supplies	2	4	4	4
	11	148	154	161
*Note: contract with NTL to supply all transmission services inclusive of maintenance.				
COPYRIGHT FEES				
PPL copyright		44	47	51
PRS copyright		27	29	32
MCPS copyright		4	4	4
	0	75	80	87
NEWS SERVICE				
Satellite		16	17	18
Tape & cartridge		2	2	2
Newspapers		2	2	2
	0	20	21	22
OTHER				
Data storage		4	4	4
Training (excluding sales)		4	4	4
Traffic		2	2	2
Tape & cart (excluding news)		2	2	2
	0	12	12	12
MARKETING & PROMOTION				
General	50	25	25	25
Prizes		1	2	3
Audience research		16	17	17
Sales training	4	4	4	4
	54	46	48	49

Continued overleaf...



{Note 4}

ANALYSIS OF OPERATING COSTS (£,000s)

STAFF (including NI)

See separate breakdown

OTHER PRE-COMPANY COSTS

Professional advice

Technical advice

General costs

LICENCE FEES

Payments to Radio Authority

LEGAL & PROFESSIONAL

Audit, legal & property related fees

DIRECTORS FEES & EXPENSES

Chairman's salary plus non exec's fees

INTEREST PAID

Studio equipment, interest on lease purchase

Motor cars, interest on lease purchase

TOTAL ALL COSTS

TOTAL ALL COSTS (Excluding staff)

	98	506	526	547
	30			
	7			
	3			
	40	0	0	0
	0	5	5	5
	6	18	19	20
	5	10	10	10
	1	10	8	6
	1	5	4	3
	2	15	12	9
	270	1040	1080	1124
	172	534	554	577



{Note 5}

VAT ADJUSTMENTS

As all cashflow items are shown exclusive of VAT, the VAT adjustments reflect the changes in the VAT portion of debtors:

On air date:

VAT repayment due from purchase of fixed assets during the final quarter, plus repayments due on end quarter expenses, ie £86,000.

Years 1 to 3:

Year one: Debtors of £101,000, ie VAT element of £15,000. Change of £86,000 less £15,000 = (£71,000).

Year two: Debtors of £111,000, ie VAT element of £17,000. Change of £15,000 less £17,000 = £2,000.

Year three: Debtors of £123,000, ie VAT element of £18,000. Change of £17,000 less £18,000 = £1,000.

{Note 6}

CREDITOR ADJUSTMENTS

As all cashflow items are shown exclusive of VAT, and expenditure is shown as actual, the VAT adjustments reflect the changes in the creditors element of VAT, PAYE and trade creditors. See note 8.

{Note 7}

DEPRECIATION POLICY

Depreciation policy is shown as straight-line over the eight year period of the licence on all assets with the exception of motor vehicles. Motor vehicles are depreciated at 20% per annum straight line. This is considered reasonable due to the limited mileage and the significant re-sale value of vehicles anticipated under a proposed agreement with one supplier.

In the interests of conservatism it is assumed that no assets will have a residual value at the expiry of the licence.

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{Note 8}

ANALYSIS OF CREDITORS

Amounts falling due within one year:

	On air	Year 1	Year 2	Year 3
VAT	0	25	27	32
PAYE	9	15	16	16
Trade creditors	25	14	15	15
SUB TOTAL	34	54	58	63
Lease purchase: studio equipment	18	21	24	27
Lease purchase: cars	32	33	26	0
TOTAL CREDITORS < 1 year	84	108	108	90

Medium term creditors & short term debt:

Lease purchase: studio equipment	72	51	27	0
Lease purchase: cars	59	26	0	0
TOTAL CREDITORS > 1 year	131	77	27	0

Note:

Trade creditors are conservatively calculated at 10 days' trade purchases.

ENGINEERING

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Q 30b: PROFIT AND LOSS ACCOUNTS: SUMMARY PRE-OPERATIONAL AND FIRST THREE YEARS OF BROADCASTING (£,000s)

INCOME	{Notes}	Pre-op	Year 1	Year 2	Year 3
Advertising revenue (net of commission)			795	875	962
Income from other sources			250	279	310
TOTAL REVENUE	{1}	0	1045	1154	1272
Staff costs	{3}	98	506	526	547
Depreciation	{7}	0	81	81	81
Other operating charges	{4}	172	534	554	577
Operating profit/(loss)		-270	-76	-7	67
Net interest receivable/(charged)		20	-3	-3	0
Profit/(loss) on ordinary activities before tax		-250	-79	-10	67
Taxation		0	0	0	0
RETAINED PROFIT (LOSS)		-250	-79	-10	67
Retained profit/(loss) brought forward		0	-250	-329	-339
Retained profit/(loss) carried forward		-250	-329	-339	-272



Q 30c: BALANCE SHEETS: ON AIR DATE AND FIRST THREE YEARS OF BROADCASTING (£,000s)

	{Notes}	On air	Year 1	Year 2	Year 3
Fixed assets:					
Tangible assets	{2}	588	512	436	360
Current assets:					
Debtors		86	101	111	123
Cash at bank and in hand		41	0	0	85
Creditors: amounts falling due < 1 year					
Trade & preferential creditors	{8}	34	54	58	63
Lease purchase capital element	{8}	50	54	50	27
Bank overdraft		0	7	1	0
Net current assets/(liabilities)		43	-14	2	118
Creditors: amounts falling due > 1 year					
Lease purchase capital element	{8}	131	77	27	0
Long term debt		0	0	0	0
Total assets less total liabilities		500	421	411	478
Represented by:					
Called up share capital		750	750	750	750
Profit & loss account		-250	-329	-339	-272
Other reserves		0	0	0	0
TOTAL		500	421	411	478

Notes:

Off balance sheet finance: NIL

Contingent liabilities: NIL



31. FINANCIAL REQUIREMENTS AND SOURCES

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

_____£_____

(i) Capital expenditure (including capital value of leases)	£588,000
(ii) Other pre-operation expenditure	£250,000
(iii) Working capital (at on-air date)	£52,000
	=====
TOTAL:	£890,000

Detail the sources of finance to meet these requirements:

(i) Share capital	£750,000
(ii) Loan stock/medium term borrowing	NIL
(iii) Leasing/HP facilities (capital value)	£181,000
(iv) Bank overdraft	£50,000
(v) Grants and donation	NIL
(vi) Other (please specify)	NIL
	=====
TOTAL:	£981,000

i.e. surplus funding of £91,000.

32. FIXED ASSETS

Provide a summary of tangible assets, as at the on-air date, categorised under the heading 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.

Please refer to answer to Question 30 (a) Note 2



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

33. SHARE CAPITAL

Classes of Share capital:

	<u>Number</u>	<u>Par value</u>	<u>Issue price (if different)</u>
Voting:	\$550,000	£1	-
Non voting:	NIL	-	-
Preference:	\$200,000	£1	-
Other (specify):	NIL	-	-

34. LOAN STOCK

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

Not applicable



35. PROPOSED INVESTORS

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

<u>Name of investor</u>	<u>Address</u>	<u>Investment</u> <u>£</u>	<u>% of</u> <u>total</u> <u>required</u>
Allasound		£8,000	1%
Angeloni		£2,000	½%
Artline		£10,000	1%
Bate, Bob		£3,000	½%
Brian Fords Discount		£10,000	1%
Brocks, John		£24,000	3½%
Cadbury, Mark		£10,000	1%
Clarke, Anna		£20,000	3%
Designamo		£50,000	7%
Entri Research Ltd		£50,000	7%
Grenfell, Alex		£10,000	1%
James, R		£20,000	3%
Jones, Stephen		£5,000	1%
King, Martin		£3,000	½%
Kusmidrowicz, Mick		£20,000	3%
Lee, Janet		£3,000	½%
Confidential Category		£3,000	½%
Maunder, Simon		£10,000	1%
Morgan, David		£20,000	3%
Morgan, Phil		£1,000	½%
Moreno, John		£10,000	1%
O'Neill, Edward		£5,000	1%
Pocock, Robert		£10,000	1%
Richards, Roger		£22,000	3%
Rowe, Eric		£1,000	½%
Savery, Chris		£5,000	1%
Skidmore, Bruce		£1,000	½%
Stainer, Mike		£7,500	1%
Stoneman, Robin		£1,000	½%
Travers-Clark, John		£10,000	1%
Walker, Lee		£10,000	1%
Wannacott, Stewart		£1,000	½%
White, Johnathon		£2,000	½%
Woodhead, Terry		£1,000	½%
Designamo Ltd		£100,000*	13%
Entri Research Ltd		£100,000*	13%

*Non-voting preference shares. This totals \$570,500

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

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

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36. METHOD(S) OF RAISING CAPITAL

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

To date of application share pledges have been raised by personal contact. It is intended to raise any further capital in a similar manner. The process will continue after this application has been submitted. In addition there are a number of potential investors who naturally wish to see the final application prior to giving a firm commitment, and the target share capital may therefore become over-subscribed. Should this situation arise Wild West will consider utilising additional funds as loan stock - which may in turn be utilised to reduce the funding required through lease-purchase arrangements. The Radio Authority will be kept informed of any major additions or alterations.

In the unlikely event that a shortfall in the capital pledges occurs, Wild West has a fallback position through additional lease purchase and bank funding (see letter from Fin Man Services dated August 3rd 1993)

37. OTHER LOANS

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

Lease-purchase facilities are likely to be provided by Lombard North Central PLC, who already hold a copy of the budget figures. Subject to full details of share capital and the Opening Statement of affairs, Lombard have confirmed their wish to consider a line of credit to encompass both motor vehicles and radio studio equipment. The former would be funded over three years, the latter over four to five years (for the purposes of our budget four years has been shown). Additional sources who wish to be considered in competition to Lombard for various items are Lloyds Bowmaker, Chartered Trust and UDT.

Interest rates will be fixed at the time of contract, but typically UDT are able to offer a flat rate of 4.9% per annum on fleet purchases. No security, other than the assets themselves, will be required.

38. BANK FACILITIES

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

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

Lloyds Bank Commercial Service have offered an initial overdraft facility of £50,000, based upon 50% of debtors outstanding at any one time, supported by the security of a debenture. Such a facility would be subject to annual review, and be subject to interest initially at 3% over Base Rate. No additional guarantees are required. Summary details are given in the bank's letter of 26th July (attached).

National Westminster Corporate Banking Group have expressed a willingness to compete for this business upon receipt of a copy of the final application.





**Lloyds Bank
Commercial
Service**

Lloyds Bank Commercial Service
Lloyds Bank Plc
Black Horse House
Pynes Hill Business Campus
Rydon Lane
EXETER EX2 5AZ

Telephone: 0392 494871
Fax : 0392 494873

R Pocock Esq ACIB

Your Ref:

Our Ref: MJJ/SJA

26 July, 1993

Dear Robert,

WILD WEST RADIO

Further to our meeting on 20th July, I am writing to confirm that I would welcome the opportunity to provide banking facilities to support the Wild West Radio application.

The figures which you have provided show that the consortium is hoping to raise £800,000 and, on this basis, it is anticipated that the Bank account will work in credit. I would, of course, ensure that the bulk of the Bank deposits are placed in suitable interest-earning accounts and, in the first year, assuming the figures which you have shown me are accurate, I will operate the first year without service charges.

Your projected figures also include a Sensitivity Analysis showing the projected position if the consortium can only raise £500,000. In this respect, I have indicated that, in the future, based on the information you have given me, I would be prepared to consider offering some support by way of an overdraft facility, at this stage shall we say up to 50% of the outstanding debtors up to an initial limit of £50,000, provided the Bank debt is supported by a Debenture from the Company, giving us the usual Fixed and Floating Charges over the Company's assets.

I look forward to hearing from you as soon as you have some further information and, in the meantime, can I take this opportunity to wish everyone involved every success with their application. If there is anything else I can do to be of assistance, please do let me know.

With kind regards,

Yours sincerely


M J JANE
Manager

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J Brocks
Wild West Group
c/o Lantern Radio
The Light House
Market Place
Bideford
DEVON
EX39 2DR

3rd August 1993

Fin Man
SERVICES

Dear John,

I have been investigating potential sources of additional funding should it be necessary to meet any shortfall of capital at the application stage.

Discussions have been held with both Lombard North Central PLC and Lloyds Bowmaker. Subject to their usual criteria, ie full details of share capital, opening statement of affairs, and credit policy ruling at the time of asset purchase, the following credit lines are considered appropriate:

1. £100,000 studio equipment (already shown in the application document).
2. £100,000 motor vehicles (already shown in the application document).
3. £150,000 computer hardware. This new finance will be subject to the personal indemnity of certain Directors which, I understand, will be forthcoming.

In addition, I propose that the Directors enter into further discussions with Lloyds Bank Commercial Service (or an alternative banker), whose current offer of £50,000 appears conservative, in that it is based upon 50% debtor cover on the assumption that only £500,000 of share capital would be raised.

The £750,000 target funding requirement may therefore be raised as follows:

£550,000 share capital
£150,000 additional lease purchase
£ 50,000 additional bank finance

If required I shall be pleased to lead negotiations on behalf of the group.

Yours sincerely,

Robert Pocock

39. GRANTS AND DONATIONS, ETC.

If it is planned to use alternative or additional sources of funding for capital expenditure (i.e. other than share capital or loan stock), list these below. Mention any preconditions regarding the purpose or use to which these may be put.

(Note: Applicants' attention is drawn to guidelines on funding by public bodies).

<u>Source of funds</u> (give name and address)	<u>Type of funding</u> agency (e.g. charitable trust)	<u>Amount</u> £	<u>% of</u> <u>total</u> <u>required</u>
--	---	--------------------	--

Not Applicable

NOTES 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.

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40. OTHER INTEREST

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 area wholly or mainly of a religious nature;
 - f) Bodies whose objects area wholly or mainly of a political nature;
 - g) Local authorities;
 - h) Other publicly-funded bodies.
- a) *Mick Kusmidrowicz is a Director of the advertising agency, Bray Leino but shareholding has been held under 5%.*
- b) *None*
- c) *None*
- d) *John Brocks is Managing Director of Lantern Radio Ltd. See Confidential Category 1*
- e) *None*
- f) *None*
- g) *None*
- h) *None*



41. ADVERTISING REVENUE

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

Seven sales staff will be employed - a Sales Manager (to be made up to Director after probation), five Sales Executives and one Sales Assistant who will provide sales support. Commission will be made available to sales staff on sales above station target. A national sales agency will be appointed and this is likely to be Media Sales and Marketing to fall in line with the rest of the South West. Both M.S. & M and I.R.S. have been contacted but had refrained from support due to the highly competitive bids for the Exeter/Torbay franchise

A sizeable budget has also been put aside for sales training and a wealth of sales experience lies within the group from John Brooks (Managing Director, Lantern Radio), through Confidential Category 1 and Mick Kusmidrowicz (Media Manager Director at Bray Leino Advertising Agency).

Enormous effort has been put into assessing a realistic revenue potential for Wild West. In particular we have commissioned an analysis from Support To Sales which is submitted separately. This gives a full breakdown of potential agency commissions, discounts, contract levels, performance by demographic, local and national splits etc. Please note that the findings made by Support To Sales are more bullish than our own financial forecast. Additionally we have utilised some more simple indicators which show a similar pattern for revenue forecasts :-

REVENUE PROJECTION CALCULATIONS FROM WILD WEST RATE CARD CHARGESAVERAGE SPOT RATE PLAN

6% rate increase per annum as per rate card and 12 hrs tx per day @ 9 mins per hour
NB Wild West intends to broadcast for longer than the 12 hours a day used for this equation

	Year 1	Year 2	Year3
Peak	£80	£85	£90
Day	£35	£37	£39
TAP	£20	£21	£22
Average Spot Rate per min @ 30" price	£90	£95	£101
100% Sales @ average	3,547,800	3,760,688	3,986,308
20% Sales @ average	709,560	752,134	797,262
25% Sales @ average	886,950	940,167	996,577
30% Sales @ average	1,064,340	1,128,200	1,195,892

DISCOUNTED EXAMPLE

As above but assuming all spots are discounted to TAP rate (£40 per min Yr 1)

100% Sales @ TAP	1,574,800	2,483,460	2,601,720
75% Sales @ TAP	1,182,600	1,862,595	1,951,290
50% Sales @ TAP	788,400	1,241,730	1,300,860
40% Sales @ TAP	630,720	993,384	1,040,688

=====



SEGMENT PLAN

Minutes calculated from 30" price

Peak	£236,520 (15%)	£293,186 (17.5%)	£354,780 (20%)
Day (excluding 7-10)	£275,940 (15%)	£340,326 (17.5%)	£409,968 (20%)
TAP	£197,100 (25%)	£227,650 (27.5%)	£260,172 (15%)
	=====	=====	=====
TOTAL	£709,560	£861,163	£1,024,920
	=====	=====	=====

=====

SPOTS PLAN

3xPk each hour of segment	720
4xDy each hour of segment	1,120
3xTp each hour of segment	360
Per Day	£2,200
	=====
Per Year	£803,000
	=====

=====

INDUSTRY AVERAGE PLAN

Based on 400,000 adults
Industry Revenue 90/91
90/91 £2.50 per adult £1,000,000
Allow £2.75 for 18 months on £1,100,000

=====

HOURS LISTENED PLAN

400,000 adults
35% reach = 140,000
each listening for 10 hours = 1,470,000 listening hours per week

Average Revenue per hour
(\$1.19) from industry 90/91= £1,749,300
Allow 1.30 for 18 months on £1,911,000

=====

AVERAGE PER EMPLOYEE

No of employees at Wild West : 37
Industry average (£62,000) £2,294,000
Lowest - My Firth (£26,200) £969,400

=====

STRAIGHT SUM BASED ON LANTERN RADIO ACHIEVEMENTS OF £2.65 PER ADULT

400,000 x £2.65 = £1,060,000

=====

PLEASE REFER TO THE FINANCIAL SECTION AND SUPPORT TO SALES ANALYSIS
FOR FURTHER DETAIL



A
SOUND
FUTURE
FOR
DEVON



RATE
CARD
1

Wild West Radio covers one of the most beautiful and affluent areas in Britain. Wild West Radio provides advertisers with a potent communications vehicle with which to reach this valuable market. The rates and packages have been designed to provide effective campaigns for both experienced national advertisers and less experienced local clients.

SEGMENT (30 SECONDS)	ALL	EXE WEST	WEST FM	BAY WEST	WILD WEST
PEAK	£80	£40	£17.50	£40	£20
DAYTIME	£35	£20	£10.00	£20	£12.50
TOTAL AUDIENCE	£20	£12.50	£7.50	£12.50	£10
OVERNIGHT	£10	£7.50	£5	£7.50	£5

BASIC RATES : Subject to availability advertisers requests for specific times of transmission will be considered but normally full rotation of bookings will apply. Guaranteed spots within an hour are available at a surcharge of 35%. Time classification will be applied at the station's discretion and advertisers time may be pre-empted without notice by time booked at a higher rate.

CONTRACT RATES : Within a consecutive 52 week period contract rates will be allowed on advertisers committed expenditure. Written notice from advertisers must be received before a contract may be applied. Contract levels start at £2,500 which accrues 10% discount. Further details on request.

PROFILE CAMPAIGNS : We can construct schedules that reach a minimum number of impacts against your specific customer profile. As well as the main demographic sub groups we can also match Client Cluster Groups against the audience profile thanks to ongoing consumer research.

SPONSORSHIP : Wild West also offers sponsorship rates. This is a client specific area which we handle on a Client by Client basis.

AWARENESS CAMPAIGNS : For new or relatively immature brands, offers, promotions etc the cost of airtime can be based on the effectiveness of the medium in increasing awareness of the campaign.

COMMERCIAL PRODUCTIONS : Rates available upon request.

RATES FOR ALTERNATIVE DURATIONS

10 seconds, less 50%	20 seconds, less 30%	40 seconds, plus 30%
50 seconds, plus 65%	60 seconds, plus 80%	60+ seconds, pro-rata

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

Provide forecasts of net income (showing gross income, less deductions for commissions, 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.

Wild West has budgeted for 23% of total revenue from sponsorship (in line with results achieved by other radio stations) and included a small amount of revenue from other sources such as the Roadshow and Commercial Production.

Sponsorship is clearly the fastest growing part of radio income. Just 18 months ago the industry saw sponsorship making up 10% of total revenue. In this current year Lantern Radio estimates sponsorship is responsible for about 22% of revenue. This would seem in line with marketing magazines that are suggesting 25% is likely within the next 18 months. This makes our estimates of 23% conservative and allows for copyright levies which are catching up with revenue in similar proportions.

Indeed, the new agreements which have just been issued don't offer an easy straight percentage base to work on. These agreements haven't been running long enough to make an accurate general assessment so we have decided to allow a 10% margin in our own workings.

The beauty of the Wild West concept of 4 different satellites is that it significantly increases sponsorship opportunities. Here's a list of some principal sponsorships which could be sold on FM (potentially 3 times!) and some of them again on Wild West Radio (+ their own) :-

PROGRAMME FEATURES

	per week	per year
DRIVETIME WEATHER (Mon-Fri x 15)	£300	£15,600
WEEKEND WEATHER (x 6)	£120	£6,240
TRAVEL (Mon-Fri x 3 per day)	£300	£15,600
WEEKEND TRAVEL (x 4)	£80	£4,160
WHATS ONS (Mon-Fri x 3 per day)	£300	£15,600
WHATS ONS WEEKEND (x 6)	£120	£6,240
EARLY RISERS CLUB (Mon-Sun)	£140	£7,280
FARMING NEWS (Mon-Fri)	£100	£5,200
COASTAL NEWS (Mon-Fri)	£100	£5,200
FAMOUS BIRTHDAYS (Mon-Fri)	£100	£5,200
PAPER REVIEW (Mon-Fri)	£100	£5,200
GARDENING SPOT (Once a week)	£50	£2,600
ANTIQUES SPOT (Once a week)	£50	£2,600
JOBSEARCH (Mon-Fri x 3 per day)	£300	£15,600
MYSTERY VOICE (Mon-Fri)	£125	£6,500
WHERE AM I QUIZ (Mon-Fri)	£125	£6,500
AFTERNOON QUIZ (Mon-Fri)	£100	£5,200
WILD WEST ROSE (Mon-Fri)	£100	£5,200
BARGAIN BASEMENT (Mon-Fri)	£100	£5,200
FRIDAY SPORT (Friday Only)	£100	£2,080
VIDEO REVIEW (Once a week)	£40	£2,080
COOKERY SPOT (Once a week)	£40	£2,080
MOTORING SPOT (Once a week)	£50	£2,080
(Sat) WEEKEND BREAKFAST QUIZ	£60	£3,120
WEDDING CALL (Sat)	£45	£2,340

23% of this small selection of categories would produce some £40,000 on its own. On this basis our estimate of £240,000 can be seen to be realistic.



43. EFFECTS OF OBTAINING LICENCE ON ONE WAVEBAND ONLY

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

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

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

From a financial perspective, the FM waveband must be considered the 'jewel in the crown', with the AM waveband, in Wild West's submission, serving to enhance the group's revenue generation through split programming targeting a differently profiled audience. As such, whilst separately owned FM and AM wavebands could generate a similar total revenue, both would carry high fixed costs. Nevertheless, Wild West believes that an independent FM station would achieve modest profitability in Year 3, whilst an independent AM station would achieve break-even in Year 3.

AM WAVEBAND

REVENUE : It is considered £230,000 may be generated in Year 1, due to the thorough independence of the AM waveband, coupled with distinctive branding.

COSTS : The station would have to be operated on a low budget to achieve any realistic return for investors. The staff costs specifically relating to the AM waveband have been identified in Q30 (note 3) as £98,600 and independent presenter integrity would have to continue. A minimum of one-sixth of the shared costs also described in Q30 (Note 3) would be necessary to essential services purchased out of house. Accordingly, year 1 staff costs total £134,000. Fixed assets would be reduced and therefore a lower depreciation charge would apply. Other operating charges will incorporate a £30,000 transmission contract with NTL, budget premises etc. Detailed analyses are available to justify the total of £110,000 in year 1.

CAPITAL REQUIREMENTS : Fixed asset expenditure, plus the need to fund the pre-operational expenditure, initial trading losses and debtors (less lease-purchase facilities) will require a capital investment of £161,000. To enable a financially strong station to be operated, in response to the competitive environment that would exist between FM and AM, Wild West proposes the need for capital of £200,000.

PROFITABILITY : The Profit and Loss summary displays the likely three year performance. Such performance would yield a Return on Shareholder's capital of only 7% per annum over the duration of the licence. Wild West would therefore wish to enter into negotiations with the Radio Authority to review the impact of receiving the AM licence only. In particular, the possible extension of the AM service to Okehampton (made possible by the use of only one AM frequency to cover Exeter and Torbay) would need to be clarified.

A Profit & Loss and Balance sheet summary for the pre-operational period and years 1 to 3 can be found towards the back of our financial appendix.



FM WAVEBAND:

REVENUE : With competition from the AM station, it is believed that revenue would not initially exceed £830,000 ie, no change from the revenue generated by the three FM services in a combined AM and FM group.

COSTS : Due to the size of the FM stations and the requirement to continue to operate from studios in Exeter, Torbay and Honiton, staff costs would be substantially similar to that of the combined AM and FM group. (The only significant staff saving would be achieved through the reduction in programme presenters previously required for the distinct AM operation). Fixed asset investment would be close to that of the combined group, with the saving of only one studio and so depreciation would remain high. Detailed analyses are available to justify the total other operating charges of £456,000.

CAPITAL REQUIREMENTS : With high fixed asset investments, high pre-operational costs and initial trading losses higher than the combined group (due to reduced economies of scale), capital of £750,000 would be required, ie no change from that of the combined group.

PROFITABILITY : The Profit and Loss summary displays the likely three year performance. Such performance would yield a Return on Shareholder's capital of 10% per annum over the duration of the licence. With the benefit of tax relief for BES investors this would represent an acceptable return.

A Profit & Loss and Balance sheet summary for the pre-operational period and years 1 to 3 can be found towards the back of our financial appendix.

The desire of the Wild West applicants to extend programming choice to the local population would make significant programming changes to FM and AM wavebands undesirable. The economies of scale achieved through running an AM station under the same roof as Exe-West FM would not be realised, nor would the significant marketing benefits be achieved. As a result the split of AM and FM wavebands would result in higher costs, in an industry already suffering from high operational gearing.

Wild West believes that the highest standards of service and consumer choice can best be offered in conjunction with fair rewards to investors, through the adoption of its combined AM and FM proposals.

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Q43: AM LICENCE ONLY: PROFIT AND LOSS ACCOUNTS: SUMMARY PRE-OPERATIONAL AND FIRST THREE YEARS OF BROADCASTING (£,000s)

INCOME	Pre-op	Year 1	Year 2	Year 3
Advertising revenue (net of commission)		175	192	212
Income from other sources		55	60	67
TOTAL REVENUE	0	230	252	279
Staff costs	20	134	139	145
Depreciation	0	15	15	15
Other operating charges	35	110	114	119
Operating profit/(loss)	-55	-29	-16	0
Net interest receivable/(charged)	10	0	0	0
Profit/(loss) on ordinary activities before tax	-45	-29	-16	0
Taxation	0	0	0	0
Retained profit/(loss)	-45	-29	-16	0
Retained profit/(loss) brought forward	0	-45	-74	-90
Retained profit/(loss) carried forward	-45	-74	-90	-90

AM LICENCE ONLY: BALANCE SHEET (£,000s)

	On air	Year 1	Year 2	Year 3
Fixed assets:				
Tangible assets	124	110	96	82
Current assets:				
Debtors	23	23	25	27
Cash at bank and in hand	39	60	55	67
Creditors: amounts falling due < 1 year				
Trade & preferential creditors	13	54	58	63
Lease purchase capital element	5	5	5	3
Bank overdraft	0	0	0	0
Net current assets/(liabilities)	44	24	17	28
Creditors: amounts falling due > 1 year				
Lease purchase capital element	13	8	3	0
Long term debt	0	0	0	0
Total assets less total liabilities	155	126	110	110
Represented by:				
Called up share capital	200	200	200	200
Profit & loss account	-45	-74	-90	-90
Other reserves	0	0	0	0
TOTAL	155	126	110	110

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Q43 : FM LICENCE ONLY: PROFIT AND LOSS ACCOUNTS: SUMMARY PRE-OPERATIONAL AND FIRST THREE YEARS OF BROADCASTING (£,000s)

INCOME	Pre-op	Year 1	Year 2	Year 3
Advertising revenue (net of commission)		630	693	762
Income from other sources		200	220	242
TOTAL REVENUE	0	830	913	1004
Staff costs	81	409	425	442
Depreciation	0	66	66	66
Other operating charges	154	456	474	493
Operating profit/(loss)	-235	-101	-52	3
Net interest receivable/(charged)	18	0	0	0
Profit/(loss) on ordinary activities before tax	-217	-101	-52	3
Taxation	0	0	0	0
Retained profit/(loss)	-217	-101	-52	3
Retained profit/(loss) brought forward	0	-217	-318	-370
Retained profit/(loss) carried forward	-217	-318	-370	-367

FM LICENCE ONLY: BALANCE SHEET (£,000s)

	On air	Year 1	Year 2	Year 3
Fixed assets:				
Tangible assets	507	445	383	321
Current assets:				
Debtors	0	82	90	99
Cash at bank and in hand	210	60	17	43
Creditors: amounts falling due < 1 year				
Trade & preferential creditors	24	39	42	46
Lease purchase capital element	44	48	44	34
Bank overdraft	0	0	0	0
Net current assets/(liabilities)	142	55	21	62
Creditors: amounts falling due > 1 year				
Lease purchase capital element	116	68	24	0
Long term debt	0	0	0	0
Total assets less total liabilities	533	432	380	383
Represented by:				
Called up share capital	750	750	750	750
Profit & loss account	-217	-318	-370	-367
Other reserves	0	0	0	0
TOTAL	533	432	380	383

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REPORT ON PROFIT AND LOSS ACCOUNTS, BALANCE SHEETS AND CASH FLOW FORECASTS
CONTAINED WITHIN SECTION IV OF WILD WEST'S LOCAL RADIO LICENCE APPLICATION FORM

We have assisted in the preparation of the profit and loss accounts, balance sheets and cash flow forecasts for the first three years of operation and period prior to going on air. The forecasts and projections are based on assumptions for which the Directors of Wild West are solely responsible.

In our opinion, in so far as the calculations are concerned, the profit and cash flow forecasts have been properly completed on the basis of the assumptions set out.

We can express no opinion on the eventual outcome of the forecasts.

FRANCIS CLARK
Chartered Accountants

Exeter
5 August 1993

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SECTION V : ENGINEERING

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

44. TRANSMISSION SITE (FM WAVEBAND)

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

a) Existing site (FM WAVEBAND)

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

b) Alternative site (FM WAVEBAND)

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

TRANSMISSION SITE(s) FM

a) Existing site

We propose to utilise the existing FM transmission sites at Stockland Hill, St Thomas (Exeter) and Beacon Hill (Torbay) under an NTL Total Broadcast Contract - quotes are as indicated in the Financial Section.

B) Not applicable

CONCLUSION

45. TRANSMISSION EQUIPMENT - (FM WAVEBAND)

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. 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 proposed all sites would be re-engineered by National Transcommunications Ltd, with care being taken to meet Radio Authority specifications with regard to polarity, power and directional characteristics. We intend to restore stereo transmission to Stockland Hill and use the latest audio processing devices at our studios to maximise subjective signal to noise ratios - whilst paying due regard to the potentially negative effects of too much compression.

Stockland Hill and Beacon Hill will be equipped with 1kW Stereo Solid State transmitters with reserve drives, auto change over systems and test loads. St. Thomas will have a 600w transmitter and similar support equipment. Each site will have directional antenna systems providing mixed polarisation. Stereo limiters will also be fitted to control modulation levels.

NTL currently estimate a figure of £95,000 for the FM Total Broadcast Contract. These figures have been incorporated into our budgetary forecasts, though we would obviously wish to negotiate the final contract in great detail if awarded the licence.

NTL has not released a complete breakdown of individual equipment costings - because its estimate for the total package has margin for price fluctuation and flexibility. However, we have ascertained that NTL recommend installing new equipment rather than utilising the present out-of date gear owned by the present contractor. On the three FM outputs it is likely that Eddystone (or similar make) transmitters will be utilised together with stainless steel cross-dipoles (designed to current NTL specification). When mounted on the masts the antennae will produce cardioid patterns. Nulls will be positioned to affect the minimum of listeners and fall within Radio Authority guidelines.

Other systems, designed by NTL, will include supervisory and telemetry equipment that will be able to report status of equipment to the Regional Operations Centre. The list of equipment in the package at each FM site is likely to be as follows :-

*Eddystone transmitter
Cross-dipole aerial
Multi-redundancy amplifier
Stereo generator module
Reserve drive
Auto-changeover
Twin aerial feed
Supervisory/telemetry equipment
Audio monitor panel
Jackfield
Programme limiter*

It is a requirement that the appointed transmission contractor should provide a service which complies fully with the Radio Authority engineering code of practice regarding transmissions and transmission equipment. It is also a requirement of West FM that the appointed contractor is seen to comply with all relevant directives under British law outlined in the same document, section 1.2.

CONCLUSION

44. TRANSMISSION SITE - (AM WAVEBAND)
b) Alternative site

We propose to change the transmission arrangements for AM using one new installation to replace the two existing installations at BBC sites in Exeter and Torbay.

This idea was formulated when it became clear transmission costs had to be cut to make the provision of a separate and viable AM service possible in this area. It was also felt that in the light of our plans for localised FM programming, there was no need to duplicate the split transmission facilities provided originally so that AM could rebroadcast the appropriate FM service in each area.

We are well aware of the particular requirements of AM transmission and potential problems such as obtaining planning permission for a 45m mast/75m radius earth plane. Nevertheless, we are confident that with the help of NTL (who will build and operate the station for us under a Total Broadcast Contract) and our extensive network of local contacts, a suitable site can be found within time required for the on air due date.

We plan to utilise the 666kHz frequency currently allocated to Exeter and transmit at the maximum power allowed under the Geneva plan from a new green field site near Dawlish. As well as being approximately equidistant from the main population centres of Exeter and Torbay it is felt that a low lying site near the coast will optimise coverage. It would also mean that listeners in the main population centres would lie on a north-south line which would help at night as incoming interference (from the east/south east) would automatically be attenuated on radio's with ferrite rod aerials orientated for best local reception.

NIGHT-TIME COVERAGE.

To test this theory and ascertain whether the main population centres would get sufficient signal, a number of listening tests were conducted at appropriate points north and south of the existing Exeter transmitter. Although essentially subjective these were very revealing. They were conducted between midnight and 1am on August 5th 1993. At Cullompton (NNE of Exeter) which was taken to represent Exeter with a transmitter near Dawlish, reception was adequate using an omni directional aerial (average car radio) and better on a small portable radio, on which the small amount of interference could be virtually eliminated. Similarly, in Dawlish - taken to represent Torbay if the transmitter was near Dawlish - reception was good on the car radio and near perfect on the portable. Indeed at points as far away as Paignton Harbour and the Somerset border well north of Exeter, night-time car radio reception was at least reasonable. By contrast the 954kHz signal suffered strong interference outside the immediate Torbay area.

DAYTIME COVERAGE.

Using a notional site as described and an EMRP of 400w the NTL coverage prediction includes Exeter, Torbay and virtually all of East Devon. The estimated total population coverage is 433,000 (1981 census). The area which will not enjoy such good reception according to this projection lies west and south west of Torbay. Whilst we are concerned at the thought of any potential loss of coverage, we observe that the existing contractor may not be making use of the latest signal compression and processing techniques - and that an on-site Optimod (or similar) would at least go some way during daytime to redress the balance. It is also thought the full clearance power is not currently being used. Firstly this is down to the fact it is not presently needed and secondly because of potential split aerial feed problems sharing with the BBC. (An NTL projection map shows this more clearly at the end of this section).

INTERNATIONAL CLEARANCES.

We understand that international clearance may need to be sought as we propose to move the transmission site by more than 5km - but that temporary clearance would probably be given by the DTI as the move is unlikely to cause problems with other users in practice. NTL have estimated TBC costs to be around £30-35,000. This figure has been incorporated into our financial projections.

45. **TRANSMISSION EQUIPMENT - (AM WAVEBAND)**

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. 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).

Under the Total Broadcast Contract, NTL would design and use a top loaded mast radiator of about 45m height giving omni directional radiation. A Solid State transmitter made by Broadcast Electronics (or similar) with multi-redundancy output amplifier and reserve drives would be equipped with auto change over and test load. A power rating of 1kW is thought to be adequate to achieve 400w EMRP.

Optimod (or similar) audio processing equipment will be installed on site, along with a telemetry system with remote control facilities connected to NTL's Regional Operations Centre.

The installation would be constructed and operated by NTL to meet all Radio Authority specifications. The list of equipment in the package at the AM site is likely to be as follows :-

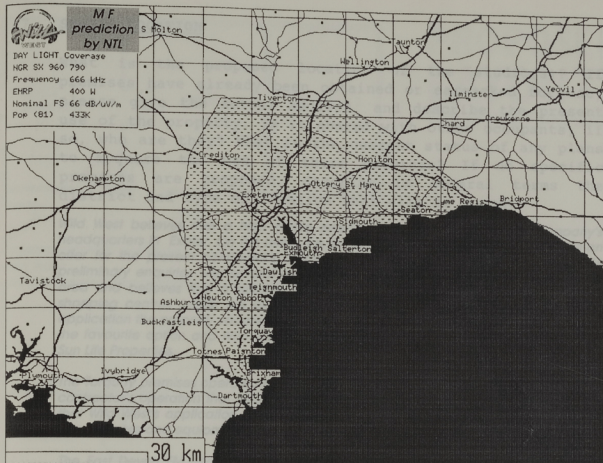
<i>Transmitter</i>	<i>Broadcast Electronics transmitter</i>
<i>Mast</i>	<i>45 m Radiator Mast</i>
<i>Output stage</i>	<i>Multi-redundancy amplifier</i>
<i>Reserve drive</i>	<i>Reserve drive</i>
<i>Auto-changeover</i>	<i>Auto-changeover</i>
<i>Supervisory/telemetry equipment</i>	<i>Supervisory/telemetry equipment</i>
<i>Audio monitor panel</i>	<i>Audio monitor panel</i>
<i>Jackfield</i>	<i>Jackfield</i>
<i>Optimod programme limiter</i>	<i>Optimod programme limiter</i>

It is a requirement that the appointed transmission contractor should provide a service which complies fully with the Radio Authority engineering code of practice regarding transmissions and transmission equipment. It is also a requirement of West FM that the appointed contractor is seen to comply with all relevant directives under British law outlined in the same document, section 1.2.

All National Transmission contracts are in the proposed conditions, with a Licence holder will sign all necessary documents to comply with the conditions of the Licence and West FM's transmission conditions to a high standard.

Transmitters and aerials will be checked regularly by the local government. The station records account will be kept under review with the local authority and the local authority will be notified of any changes to the station.





46. TRANSMITTER MAINTENANCE - (ALL WAVEBANDS)

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.

TRANSMITTER MAINTENANCE - FM : NTL will fully maintain each transmitter site under our TBC agreement, providing 24 hour call out in the event of malfunction. Each transmitter will be monitored from NTL's Regional Operations Centre via PSIN Telemetry.

TRANSMITTER MAINTENANCE - AM : The transmitting site will be maintained by NTL under our Total Broadcast Contract with them.

As National Transcommunications Ltd is the proposed contractor, such an organisation will own all necessary equipment to commission and periodically inspect/maintain Wild West's transmission equipment to a very high standard.

Transmitter front panels have their own display of basic signal parameters. The station racks rooms will all have off-air receivers with 'Carrier Fail', 'Pilot Fail' and 'Reduced Power' alarms. The status of these alarms will be visually extended to the studios.



47. STUDIO LOCATION

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

Wild West believes that a high profile address must be sought for the company's headquarters in Exeter. On this basis, it is felt that it would be undesirable to make an offer for the present contractor's premises in St. David's Hill. Wild West has made preliminary enquiries with several property owners and letting agencies in the Exeter area and believes that a suitable location could be negotiated in one of Exeter's shopping centres (either the Guildhall or Harlequins). At the time of submitting this application the property vacated by the Jobcentre in the Guildhall (over a year ago) is the favourite option and Wild West has opened discussions with the present owners - Sun Life Properties.

The Torquay premises operated by the present contractor is the sole part of the present contractor's operation that Wild West would be interested in taking over. In the event that Wild West's application was successful an offer would be made to take over the current lease and equipment. A list of alternatives have also been explored.

The East Devon FM need only be a small operation and it is proposed that a lease would be taken out on one of the small shop units in Honiton. A property has been 'earmarked' at 40 New Street Honiton. This is of an ideal size and rent and rates work out to under £4,000 per annum which is under budget in our financial estimates.

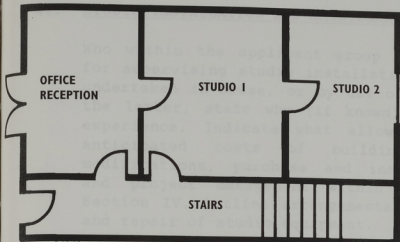
48. STUDIO LAYOUT

On a separate sheet, provide a rough scale plan of the studio(s), technical areas and other principal rooms, indicating approximate dimensions. State whether this is based on an actual property, or is a theoretical plan. Please add any further technical information about studio proposals details of studio equipment or acoustical treatment proposed).

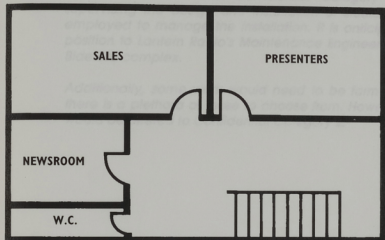
Please see designs overleaf.



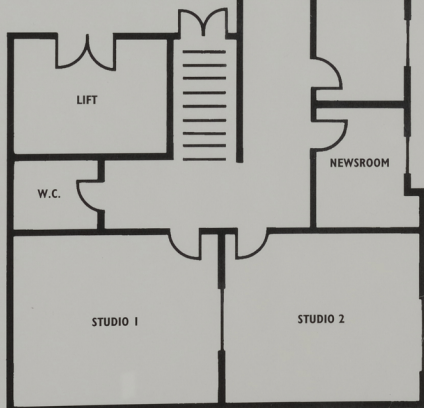
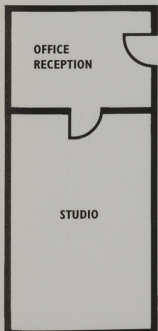
EXETER (4000 sq ft).
GROUND FLOOR



FIRST FLOOR



PROPOSED LAYOUTS FOR STUDIO COMPLEXES



HONITON STUDIO (500 sq ft). TORQUAY STUDIO (3500 sq ft).



47. STUDIO INSTALLATION AND MAINTENANCE

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

Both John Brocks and Confidential Category 1 have considerable experience supervising the design and installation of studio complexes. An Engineer would be employed to manage the installation. It is anticipated that Wild West would offer the position to Lantern Radio's Maintenance Engineer, Paul Hayman who helped build the Bidford complex.

Additionally, some work would need to be farmed out to an outside contractor and there is a plethora of these to choose from. However, it is likely that much of this work would be offered to Confidential Category 2.

CONCLUDING SECTION

50. READINESS TO CONSIDER ALTERNATIVES

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

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

Wild West would like to be consulted about any possibilities for alternatives. It would certainly be interested in taking on the FM waveband only. The AM waveband only would require analysis of any offer from the Radio Authority. In the event that the AM only option was offered Wild West would hope the Radio Authority would consider Wild West's innovative ideas for a new approach to technical specification, siting and economics.

The operation of the radio station if this applicant is granted a licence.

Alan Soper

Signed

Chairman

Date August 20 1982

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

Not Applicable

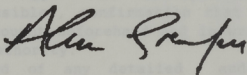
51. CERTIFICATE

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

CERTIFICATE

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

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



Signed
Chairman

Date August 9th 1993

NOTES

- 1) This version [B] of the application form should only be completed and submitted by an applicant who is not the existing Radio Authority local licensee in a given area, in response to a public notice by the Authority that the licence for that area is being re-advertised. (Version [A] is designed for completion by the existing licensee).
- 2) Applications must be typed or printed in English.
- 3) Applicants must answer all questions set out in this application for; 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).
- 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 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 response 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).