

FOR OFFICE USE  
Ref. No.  
Date rec'd

**RADIO AUTHORITY**  
**CABLE AND SATELLITE LICENCE APPLICATION**

NOTE: Applications should be typed (in English). Two copies of this completed form are required, to reach the Radio Authority at least six weeks before the first date for which the licence is required. Each application must be accompanied by a cheque for the application fee and the appropriate Radio Authority licence fee.

**1. NAME, CONTACT ADDRESS AND TELEPHONE NUMBER OF APPLICANT**

Name: **Peter Nicholas Leutner**

Address: \*\*\*\*\*  
\*\*\*\*\*  
\*\*\*\*\*

Telephone (daytime): \*\*\*\*\* Home: \*\*\*\*\*  
Facsimile (if available): \*\*\*\*\*

**2. IN WHOSE NAME SHOULD THE LICENCE BE ISSUED?**

If different from above, please provide details.

Name: **EAST KENT RADIO LIMITED**

Address: \*\*\*\*\*  
\*\*\*\*\*

Telephone: \*\*\*\*\*  
Facsimile: \*\*\*\*\*

Status in relation to application: Applicant is a Company Director

**3. EMERGENCY CONTACT Who is the point of contact in the event of any emergency or other problems arising? If different from 1 or 2 above, please provide details. (See also Q.11).**

Name: \*\*\*\*\*

Address: The Maidstone Studios, Vinters Park,  
Maidstone, Kent, ME14 5NZ

Telephone (daytime): \*\*\*\*\* Home: \*\*\*\*\*  
Facsimile (if available): \*\*\*\*\*

4. **IS THE LICENSEE THE UP-LINK OR TRANSMISSION SITE OWNER?**

If neither, letters must be submitted confirming agreement of the site owner that the licensee may provide a radio service for the proposed location.

The licensee rents the transmission site up-link from Flextech PLC, owners of The Maidstone Studios

5. **WHAT REASON IS THE CABLE AND SATELLITE LICENCE REQUIRED?**

Please provide full details.

The aim for East Kent Radio Limited in providing this Satellite Radio Station is to assess the interest and viability of a potential full time radio service or services to a Kent regional DAB multiplex or a potential national service on a DAB national multiplex. It is understood that there is a working brief to advertise in the near future a series of DAB multiplex licences for the UK region. This licence would also help to establish the response that could be expected from this type of new radio format. Other information would be collected to find out the interests of the advertisers for such a service and the listening public's response. Finally it would contribute to our major audience survey and research programmes which we have been carrying out in the UK area over the last year.

6. **FOR WHAT PERIOD IS A LICENCE REQUIRED?**

State the first date for which the licence would apply. In normal circumstances, a licence will be granted for a maximum duration of five years.

For a period of five years starting at 6 am Monday 20 October 1997.

7. **DO YOU INTEND TO BROADCAST DAILY THROUGHOUT THIS PERIOD, OR ONLY ON CERTAIN DATES? IF THE LATTER, STATE WHICH.**

We intend to broadcast daily throughout this period.

8. **WHAT HOURS DO YOU INTEND TO BROADCAST?**

If hours of broadcasting are likely to vary from day to day, please provide details.

24 hours per day. We intend to offer an overnight sustaining service to any ILR station that may wish to take it from 22.00hrs - 06.00hrs.

**9. PROVIDE AN OUTLINE OF THE PROGRAMME CONTENT OF THE PROPOSED BROADCAST SERVICE.**

Please give a description of the music format (if any), speech items or programmes (specifying any programming of a political or religious nature), and proportion of music to speech output. Give details of any programming from a source other than the named applicant or licence-holder.

**EAST KENT Radio's** objective is to "break the radio mould" in the UK by providing an alternative music-led radio station based on a format with a classic rock bias extending listener choice.

**EKR (European Klassik Rock)** intends that programmes will be originated in the UK from purpose built studios at The Maidstone Studios in Kent.

National and International news with a European flavour will be an important part of this station with an emphasis on quality reporting. We will have bulletins on the hour every hour.

Additional news coverage would be initiated for major breaking stories. There will also be extensive European travel information, regional weather forecasts and events information throughout the programmes, but **EKR** will keep entertainment to the fore, playing the music that our research, so far, has shown can be popular and has a market in the UK and Continental Europe.

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

**9.1. BALANCE BETWEEN MUSIC AND SPEECH**

**Speech as % of prog. airtime**

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

## 9.2. MUSIC OUTPUT

### a) Weekday peak-time music

#### EKR (European Klassik Rock) Daytime Service. 06.00hrs - 22.00hrs

TYPE OF MUSIC	ILLUSTRATIVE TRACKS AND ARTISTS	MUSIC TYPE AS % OF TOTAL	
		Min %	Max %
<b>Current Rock</b>	A Change Would Do You Good - Sheryl Crow Nothing Lasts Forever - Echo & The Bunneymen Guiding Star - Cast Jon Bon Jovi - Midnight In Chelsea	<b>15%</b>	<b>35%</b>
<b>Recurrent Rock</b> (last 2 years)	18 'Til I Die - Bryan Adams The Circle - Ocean Colour Scene Can't Stop Loving You - Van Halen Tonight, Tonight - The Smashing Pumpkins	<b>10%</b>	<b>25%</b>
<b>'90's Rock</b>	Bad Love - Eric Clapton Runaway Train - Soul Asylum Mr Jones - Counting Crows Love In An Elevator - Aerosmith	<b>10%</b>	<b>25%</b>
<b>'80's Rock</b>	Eye In The Sky - Alan Parsons Project Running Down A Dream - Tom Petty The One I Love - R.E.M. Waterfront - Simple Minds	<b>5%</b>	<b>25%</b>
<b>'70's Rock</b>	Suffragette City - David Bowie Money - Pink Floyd Dream Weaver - Gary Wright Reelin' In The Years - Steely Dan	<b>5%</b>	<b>20%</b>
<b>'60's Rock</b>	Back In The USSR - Beatles Hello I Love You - The Doors Ride My See Saw - The Moody Blues All Along The Watchtower - Jimi Hendrix	<b>5%</b>	<b>20%</b>

**9.2**

b) Music output at other times

We intend to apply our peak-time music styles throughout the evening, and weekend, although the relative proportions of those styles may vary over wider bands. Between 22.00hrs and 06.00hrs we intend to moderate our programming to dovetail into the "ILR" format for our overnight sustaining service using the "Night Tracks" ID. See the following table.

**9.2**

b) Music output at other times (Nighttime)



**Night Tracks (Overnight Sustaining Service) 22.00hrs - 06.00hrs**

TYPE OF MUSIC	ILLUSTRATIVE TRACKS AND ARTISTS	MUSIC TYPE AS % OF TOTAL	
		Min %	Max %
<b>Popular Current Hits</b>	Love Rollercoaster - Red Hot Chilli Peppers Brazen "Weep" - Skunk Anansie Lovefool - Cardigans How High - The Charlatans	15%	35%
<b>Recurrent Hits</b>	Let The Healing Begin - Jo Cocker A Girl Like You - Edwyn Collins Stupid Girl - Garbage A Beggar On A Beach Of Gold - Mike & The Mechanics	10%	25%
<b>Adult Hits 90's</b> (last 2-7 years)	If I Ever Lose My Faith In You - Sting Constant Craving - KD Lang Kiss From A Rose - Seal Auberge - Chris Rea	10%	25%
<b>Classic Hits</b> 1976-1989 (last 8-20 years)	Music - John Miles I've Been In Love Before - Cutting Crew Money For Nothing - Dire Straits When Love Breaks Down - Prefab Sprout	5%	25%
<b>Classic Hits pre-75</b> (20 years +)	Proud Mary - Creedence Clearwater Revival Big Yellow Taxi - Joni Mitchell Band Of Gold - Freda Payne Radar Love - Golden Earring	5%	20%
<b>Classic Album Tracks</b>	Lovely To See You - Moody Blues Marlene On The Wall - Suzanne Vega Woman In Chains - Tears For Fears Arc Of A Diver - Steve Winwood	5%	20%

### 9.3. NON-LOCAL ORIGINATION

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

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

### 9.4. SPEECH CONTENT

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

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

Regional weather forecasts are particularly important to our audience with agriculture, shipping and tourism so dominant in Europe. **EKR** will have a full forecast after each bulletin with longer term forecasts in the morning and early evening. Care will be taken to relate forecasts to listeners and to explain the effects on their occupations.

Presenters will display an awareness of the area, giving what's on information, talking about new film releases and other entertainment news.

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

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

## 9.5. NEWS OUTPUT

### a) National and International news

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

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

### b) European regional news

We intend to have a news gathering operation pooling relevant news stories together with a European flavour. The material will provide the basis of the items presented in our on-hour and half hour bulletins which would be broadcast during peak-time seven days a week.

## 9.6. PROPOSED PROGRAMME SCHEDULE

### Monday - Friday Programme Schedule

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

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

**2pm - 6pm Afternoon Show:** The programme will play a broad range of music, sharpening up a little after 4pm, when the proportion of recent releases will rise and music with a stronger beat will be included. There will be half hourly news and travel information. The presentation will be less obtrusive with longer sweeps of music during this programme. There will be a children's competition.

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

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

**1am - 6am Night Tracks:** An overnight sustaining service from us at EKR, Kent.

## Saturday Programme Schedule

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

**10am -2pm Saturday Show:** A broad range of music with news and travel information on the hour and half hour. The presenter of this programme would be unobtrusive and guide the listener through the music and speech.

**2pm - 6pm Saturday Afternoon:** A broad range of music with news and travel information on the hour and half hour. It is envisaged that this programme would have a strong personality DJ. Classified football results and a sports round-up would be included in this programme.

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

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

**2am - 7am Night Tracks:** An overnight sustaining service from us at EKR, Kent.

## Sunday Programme Schedule

**7am - 10am Breakfast:** A lively mix of music, news and information. There will be news and travel information on the hour and the half hour. There will be comprehensive weather forecasts and local information on events during the day. Musically the programme will cover the range of the station's styles but will avoid music with too strong a beat. There will be fun competitions scattered throughout this programme.

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

**1pm - 4pm Sunday Afternoon:** A broad mix of music with news and travel information every half hour.

**4pm - 7pm European Chart Show:** Top European Album Tracks

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

**Midnight - 6am Night Time Show:** An overnight sustaining service from us at EKR.

10. **WHAT IS THE PROPOSED TRANSMISSION/UP-LINK SITE?**

a) Full transmitter site address:

The Maidstone Studios  
Vinters Park  
Maidstone  
Kent, ME14 5NZ

b) National grid reference (to six figures, plus area code):

**NGR TR777 563**

c) Height of site above sea level:

**55 metres**

d) Site description (e.g. residential, business property):

Television Broadcast Centre.

11. **WHERE IS THE PROPOSED STUDIO LOCATION?**

Please give full address and, if appropriate, description of premises and their normal use (e.g. residential, business property). For emergency contact purposes it is essential that you provide a studio telephone number (if not now, as soon as soon as this is available):

The Maidstone Studios  
Vinters Park  
Maidstone  
Kent, ME14 5NZ

Studio Telephone Number: \*\*\*\*\*

12. **WHAT IS THE INTENDED GEOGRAPHICAL COVERAGE AREA OF THE SERVICE?**

A map (including an indication of the scale) should be attached; showing the transmission site, the location of the establishment (if different from the transmission site) is desired.

The greater part of Western Europe via the Astra 1C Satellite (19.2 degrees East)

13. **WHAT FREQUENCY AND TRANSPONDER DO YOU INTEND TO USE TO ACHIEVE THE INTENDED GEOGRAPHICAL COVERAGE?**

We intend to use the Audio sub-carrier of 7.38 MHz associated with transponder 35, leased to Challenge TV (Flextech PLC). This is at a frequency of 10.994 GHz, horizontally polarised

14. **DO YOU UNDERTAKE TO ENSURE THAT YOUR TRANSMISSION EQUIPMENT, INCLUDING AERIALS, COMPLIES WITH THE TECHNICAL CONDITIONS SET OUT IN APPENDIX 11 OF OUR NOTES OF GUIDANCE?**

Yes

**15. WHAT CALL-SIGN WILL BE USED?**

This should clearly identify the event, establishment or location for which the service is provided.

**EKR (European Klassik Rock)**

**16. HOW WILL THE SERVICE BE FINANCED?**

Please give brief details of the source(s) of funding proposed to establish and maintain the service. Full details must be supplied of any funding from, or on behalf of, a political organisation or religious body.

**National and International advertising and some sponsorship**

**17. ANY OTHER INFORMATION**

Which you consider relevant to this application. If it is planned to involve any political or religious body in any way in your RSL operation, please give details.

**None**

**18. DECLARATION.**

Applicants who are registered companies with a share capital are required to complete and return a formal declaration (obtainable from the Secretary to the Authority), to accompany this application. For other applicants, the signature of this application will be taken as certification that the applicant (or named licensee, if different) is not a "disqualified person" within the terms of the Broadcasting Act 1990, nor have they been convicted of an unlicensed broadcasting offence since 1 January 1989 under the same Act.

**19. SIGNATURE OF APPLICANT**

Applications must be signed. Undersigned applications will be returned.

Signed by (please print in capitals):

**20. DATE OF APPLICATION**

**08 July 1997**

Please send this completed application form and one photocopy of it, together with enclosures (coverage map and any other supporting information) and a cheque for the application fee of £250 plus the appropriate Radio Authority licence fee, payable to "The Radio Authority" and crossed 'A/C Payee', to:

The Secretary to The Radio Authority, Radio Authority, Holbrook House,  
14 Great Queen Street, Holborn, London WC2B 5DG.

to arrive at least six weeks before the first date for which a licence is required.