

Ref No.	
Date Rec'd	

RADIO AUTHORITY
RESTRICTED SERVICE 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: XXXXXXXX XXXXXXXX, XXXXXXXXt
XXXXXXXXXX XXXXXXXX, XXXXXXXXXXXXX XXX XXX

Telephone (daytime): XXXX XXXXXXX Home: XXXXX XXXXXXX
Facsimile (if available): XXXXX XXXXXXX

2. IN WHOSE NAME SHOULD THE LICENCE BE ISSUED?

If different from above, please provide details.

Name: EKR LIMITED

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

Telephone: 01622 684546 / 01233 750516
Facsimile: 01233 750517

Status in relation to application: Applicant is a Company Director

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

Name: «Name» (an alternative contact to the person named in Q.1).

Address: «Company»
«Address1»
«Address2»

Telephone (daytime): «Telephone» Home: XXXX XXXXXXX
Facsimile (if available): «Fax»

4. **IS THE LICENSEE THE EVENT ORGANISER OR TRANSMISSION SITE OWNER?**

If neither, letters must be submitted confirming agreement of the event organiser and site Owner that the licensee may provide a radio service for the event at the proposed location.

The licensee rents the transmission site from The Maidstone Studios

5. **WHAT IS THE EVENT, OR FOR WHAT REASON, IS THE RESTRICTED SERVICE LICENCE REQUIRED?** Please provide full details.

The aims for EKR Limited in providing this RSL for 28 days is to trial and assess the interest and viability of a potential full time radio service or services to the Maidstone Area. It will also enable us to promote EKR's satellite service (European Klassik Rock) which is also available on cable and the NTL London DAB experimental multiplex. This temporary licence would also help to establish other information such as research which would be collected to find out the interests of advertisers for such a service and the listening public's response, in particular the feelings in the UK of our Classic rock format.

6. **FOR WHAT PERIOD IS A LICENCE REQUIRED?** State the first and last date for which the licence would apply including any period required for testing purposes. In normal circumstances, a licence will be granted for a maximum duration of 28 days. If the licence is to provide coverage of an event, but the licence is required for a period longer than the duration of the event itself, give details and reasons.

For a period of 28 days starting at 6 am Monday 20 October 1997 and finishing at 6am Monday 16 November 1997.

7. **DO YOU INTEND TO BROADCAST DAILY THROUGHOUT THIS PERIOD, OR ONLY ON CERTAIN DATES? IF THE LATTER, STATE WHICH.** A single licence may be granted for a number of separate broadcasts, at the same site, during a period of up to 28 days.

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.

9. **PROVIDE AN OUTLINE OF THE PROGRAMME CONTENT OF THE PROPOSED BROADCASTS.** 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. Describe how the programming is relevant to listeners at the event or local community. Please use separate sheets of paper if necessary.

EKR'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 aired on the hour at these times, from 7am to 9am inclusive, 1pm, 5pm, 6pm and midnight to 6am inclusive.

There will also be extensive Kent travel information, regional weather forecasts and events information throughout the programmes, but **EKR FM** 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**.

9.1. BALANCE BETWEEN MUSIC AND SPEECH

	<u>Speech as % of prog. airtime</u>			
	'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 - 12 Midnight

TYPE OF MUSIC	ILLUSTRATIVE TRACKS AND ARTISTS	MUSIC TYPE AS % OF TOTAL	
		Min %	Max %
Current Rock	No Surprises - Radiohead Saint Of Me - Rolling Stones The Difference - The Wallflowers Sonnet - The Verve	10%	15%
Recurrent Rock (last 2 years)	Eighty Days - Marillion Building A Mystery - Sarah McLachlan The Circle - Ocean Colour Scene Can't Stop Loving You - Van Halen	10%	15%
'90's Rock	Where I Find My Heaven - Gigolo Aunts Runaway Train - Soul Asylum Mr Jones - Counting Crows Love In An Elevator - Aerosmith	10%	15%
'80's Rock	Eye In The Sky - Alan Parsons Project Running Down A Dream - Tom Petty The One I Love - R.E.M. Call It Love - Poco	15%	40%
'70's Rock	Suffragette City - David Bowie Money - Pink Floyd Dream Weaver - Gary Wright Dancing Days - Led Zeppelin	15%	30%
'60's Rock	Cinammon Girl - Neil Young & Crazy Horse Back In The USSR - Beatles Hello I Love You - The Doors Rock'n'Roll Woman - Buffalo Springfield	15%	20%

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 Midnight 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) 12 Midnight - 06.00hrs

TYPE OF MUSIC	ILLUSTRATIVE TRACKS AND ARTISTS	MUSIC TYPE AS % OF TOTAL	
		Min %	Max %
Popular Current Hits	Untouchable - Rialto High - Lighthouse Family Avenging Angels - Space Back To You - Bryan Adams	15%	20%
Recurrent Hits	A Change Will Do You Good - Sheryl Crow Stupid Girl - Garbage A Beggar On A Beach Of Gold - Mike & The Mechanics Summertime - The Sundays	10%	20%
Adult Hits 90's (last 2-7 years)	She's A River - Simple Minds Constant Craving - KD Lang Kiss From A Rose - Seal Auberge - Chris Rea	10%	20%
Classic Hits 1976-1989 (last 8-20 years)	I.G.Y. - Donald Fagen Summer Of '69 - Bryan Adams Money For Nothing - Dire Straits When Love Breaks Down - Prefab Sprout	5%	25%
Classic Hits pre-75 (20 years +)	Proud Mary - Creedence Clearwater Revival Big Yellow Taxi - Joni Mitchell All The Young Dudes - Mott The Hoople Radar Love - Golden Earring	5%	20%
Classic Album Tracks	The Stranger - Billy Joel Marlene On The Wall - Suzanne Vega Maybe I'm Amazed - Paul McCartney 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.

9.4. SPEECH CONTENT

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

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

Weather forecasts are particularly interesting to our audience with agriculture, shipping and tourism so dominant in the area. **EKR FM** will have a full forecast after each bulletin with longer term forecasts in the morning and early evening. Care will be taken to relate forecasts to listeners and to explain the effects on their occupations. Presenters will display an awareness of the area, giving "What's On" information, talking about films in local cinemas and local theatre.

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

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 the national agency Independent Radio News.

b) Local and regional news

We intend to have a news gathering operation pooling relevant news stories together with reporters sending ISDN/Phone linked reports in the Maidstone Area. The material will provide the basis of the items presented in our on-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. There will be comprehensive weather forecasts and information on events. There will be occasional competitions in the programme.

10am - 3pm Daytime Show: Musically the programme will feature slightly more classic rock than much of the station's output, but will not shy away from playing some new releases. There will be a short musical feature tagged "Maidstone Exposure" giving unsigned Rock Bands throughout the area an opportunity to be aired to our listeners.

3pm - 8pm Afternoon Show: The programme will play a broad range of rock music. There will be hourly weather information. The presentation will be less obtrusive with longer sweeps of music.

8pm - 12pm 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 more musically discerning - but it will not depart too far from the recognisable station style of music. There will be local in national weather on the half hour.

Midnight - 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 on the 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.

10am -3pm Saturday Show: A broad range of Classic Rock music with news at 1 o'clock and weather information on the half hour.

3pm - 6pm Emperor Rosko show: broad ranges of American Rock music live from Los Angeles with entertainment news information throughout the show. This programme will have a strong personality presentation.

6pm - 8pm Saturday Evening: EKR Classic Rock Jukebox. Two hours of non-stop Classic Rock.

8pm - 12 midnight Saturday Night: A lively Rock music programme with weather on the half hour.

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

Sunday Programme Schedule

6am - 10am Breakfast: A lively mix of Softer Rock music, news and information. There will be news on the hour. There will be comprehensive weather forecasts on the half hour and local information on events during the day. Musically the programme will cover the range of the station's styles.

10am - 3pm Sunday Morning: A mix of Rock music, news and information. There will be news at 1 pm and national weather information on the half hour. Listeners will be invited to suggest requests and dedications on this programme.

3pm - 8pm Sunday Afternoon: A broad mix of rock music with top European Album Tracks.

8pm - Midnight Sunday Evening: A broad mix of Rock music, and an unobtrusive DJ.

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

10. WHAT IS THE PROPOSED TRANSMISSION 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 567

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: XXXXX XXXXXX

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 event or establishment (if different from the transmission site), and the area over which acceptable reception is desired.

Acceptable reception is really required from the site to serve «Coverage».

13. **DO YOU REQUIRE A LICENCE FOR A SERVICE ON THE FM (VHF) OR AM (MEDIUM WAVE) BAND?**

On the FM Band (A frequency of 87.7 mhz or 107.2 mhz would be preferred)

14. **IF IT DOES NOT PROVE POSSIBLE TO ALLOCATE A FREQUENCY ON THIS PREFERRED WAVEBAND, DO YOU SEEK A LICENCE FOR A SERVICE ON THE OTHER WAVEBAND?** Please specify any limitations on the acceptability of this.

No

15. **WHAT EFFECTIVE RADIATED POWER DO YOU CONSIDER NECESSARY TO ACHIEVE THE INTENDED GEOGRAPHICAL COVERAGE?** Please note that licence fees vary according to both the waveband and the power level.

25 watts erp

16. **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

17. **WHAT CALL-SIGN WILL BE USED?** This should clearly identify the event, establishment or location for which the service is provided.

EKR FM

18. **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.

Advertising and sponsorship

19. **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

20. **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.

21. **SIGNATURE OF APPLICANT** Applications must be signed. Undersigned applications will be returned.

Peter N. Leutner

Signed by (please print in capitals):

22. **DATE OF APPLICATION**

20 June 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 £200, (the appropriate Radio Authority licence fee will be dispatched on approval of the licence) made payable to "The Radio Authority" and crossed 'A/C Payee', to:

Development Officer, 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. The application fee is non-refundable. The remaining licence fee (WT Act/DTI element) must be paid prior to issue of the licence.