

**Application to the Independent Radio and Television  
Commission**

**For a Special Interest Sound Broadcasting Service (FM)**

**in**

**Dublin City**

**UNITED CHRISTIAN BROADCASTERS LTD**

**(UCB)**



January 2001

# SECTION 1

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## SECTION 2

### INTRODUCTION TO THE APPLICATION

United Christian Broadcasters (UCB) is an experienced radio station which has been broadcasting on the Astra satellite network since 1993. It has established a reputation for diversity and choice in Ireland, and particularly in Dublin, where there is growing support for its service.

It is because of this support that UCB is applying for the special interest FM licence, as we have identified a need that is at present unfulfilled – that of the Christian Community which has traditionally been at the centre of social and community care. The 55+ age group would be at the forefront of this care and would also be those most attracted to the musical genres cited in the IRTC Guide to Submissions. This community has not been adequately served by either commercial or public service broadcasters. UCB's fresh sound and spiritual values, as well as its encouraging and positive message, are seen by our audience as a very welcome addition to the present radio services.

UCB is non-commercial and is therefore non-threatening to the viability of existing radio stations. Also, its non-denominational approach has proved to be a source of unity among the churches rather than of division. This has been particularly the case in Northern Ireland, where we have seen over 95% support in the Northern Ireland Assembly.

*"I have no particular brief to speak on behalf of UCB, but the one thing that impressed me about UCB was its comprehensive Christian approach, involving an amalgamation of all major Christian churches. This is not only a good practice for Christian broadcasting, but also an example to all of us."*

(Mr Eamonn O'Neill (SDLP), Chairman of the Culture, Arts and Leisure Committee, speaking to the Northern Ireland Assembly, 13 June 2000)

Christian music is one of the fastest-growing musical genres in the world. According to Soundscan's year-end Music Industry Report, Christian music was one of the five genres that saw significant growth in the market share in 1999. In the USA alone the growth in Christian music (11.5%) was nearly twice that of the music industry's overall increase of 6.2%. There is no radio outlet anywhere in Ireland for this music, and many Irish artists are obliged to go abroad to further their careers.

We sincerely hope that our efforts will be rewarded with an opportunity to provide our unique service to the people of Dublin.



**(a) Applicant**

**Name of Applicant:** UCB Ltd

**Address:** Hanchurch Christian Centre,  
Hanchurch, Stoke-on-Trent,  
ST4 8RY, UK

**Telephone:** 00 44 1782 642000

**Fax:** 00 44 1782 641121

**Website:** [www.ucb.co.uk](http://www.ucb.co.uk)

**Certificate:** See Appendix A

**(b) Main Contacts:**

**Name:** Mr Peter Bradshaw

**Address:** 141 Dargle Wood  
Templeogue  
Dublin 16

**Telephone:** 01 4943800  
(Mobile: 086 8197218)

**Name:** Mrs Ann Haccius

**Address:** UCB Ltd  
Hanchurch Christian Centre  
Hanchurch, Stoke-on-Trent  
ST4 8RY, UK

**Telephone:** 00 44 1782 642000

**(c) Proposed Station Name:**

***Inspire FM***



**(d) Brief Description of Programme Service:**

A music-based, non-commercial Christian radio service, designed for all members of the Dublin community aged 55 years and above. Inspirational in format, the musical styles include Country, Celtic, Traditional, Gospel, Jazz, Instrumental and Easy Listening, including eight specialist music programmes. Spoken features include regular hourly news bulletins, community information, specialist news and current affairs programmes, lifestyle features and educational programmes. Programmes will include discussions about the moral and ethical aspects of topical issues. There will be local opt-outs aimed at the specifically Dublin audience.

**(e) List of Advisers:**

**Consultants:** Mr Peter Bradshaw  
141 Dargle Wood  
Templeogue  
Dublin 16

Mr Roger Stanway  
1 Badger's Walk  
Moss Nook  
Manchester  
M22 0JR UK

**Auditors:** Afford Astbury Bond  
Chartered Accountants  
Registered Auditors  
31 Wellington Road  
Nantwich  
Cheshire  
CW5 7ED UK

**Solicitors:** Arthur Boulton and Son  
24 Market Place  
Burslem  
Stoke-on-Trent  
ST6 4AX UK

**Bankers:** HSBC Bank Plc  
Crown Bank  
Hanley  
Stoke-on-Trent  
ST1 1DA UK



## SECTION 3

### MEMBERSHIP AND DESCRIPTION OF THE APPLICANT GROUP

**(a) Membership**

Not Applicable

**(b) Description of the Applicant**

**(i) History**

UCB Ltd. (UCB) was established in 1986 in the UK. It is an autonomous organisation, but is closely linked with Rhema Broadcasting Group Inc, a Christian radio network in New Zealand, and some UCB Directors are also on the Board of Rhema Broadcasting Group Inc. and UCB International, the umbrella organisation. The network also includes Pacific Partners in the Kingdom of Tonga and UCB Australia, as well as a partnership with radio stations in Estonia and Denmark.

UCB began broadcasting in 1987 from the Isle of Man. From 1991 to 1992 we broadcast three Restricted Service Licences, before being granted a satellite licence, and beginning broadcasting on Astra in April 1993. Since then, it has added two other satellite stations – Cross Rhythms (1996) and UCB Inspirational (2000). Another satellite station (UCB Talk) will be launched in 2001.

**(ii) Legal Status**

UCB is a registered charity in the UK (Charity No. 299128) and a limited company (Co. Reg. No. 2182533).

**(iii) Financial Standing**

See Appendix D



## SECTION 4

### OWNERSHIP, CONTROL AND STAFFING OF COMPANY WHICH WILL OPERATE THE LICENCE

All UCB Directors who are also trustees of the charity are unsalaried. The directors have regular input to the organisation, but executive responsibility is vested in the following Management Team:

- Managing Director
- Company Secretary/Financial Controller
- Programme Controller
- Irish Manager
- Dublin Operations Manager
- Technical Manager
- Administration/IT Manager
- Finance Manager





**(a) Board of Directors/Trustees**

(i) The details of the members of the Board are as follows:

**Chairperson** Harold Frederick Short

Address: 62a Godden Crescent, Mission Bay, Auckland 1005,  
New Zealand

Age: 56

Nationality: British

Occupation: Broadcasting Consultant

Other Directorships: Chairman of Board Rhema Broadcasting Group Inc.  
Chairman/Trustee UCB Australia Ltd  
Trustee UCB Europe Ltd  
UCB International Ltd

Other Media Interests: Trustee Freedom TV Ltd  
Trustee Pacific Partners  
Trustee Mission of Tears (Humanitarian Aid)

Background & Media Experience: Since 1970's involved in management and development of Rhema Broadcasting Group, UCB Australia, Pacific Partners and other Christian broadcasting groups internationally.

**Name:** Gareth John Littler

Address: Applecross Farm, Hollands Lane, Kelsall, Cheshire,  
CW6 0QT

Age: 45

Nationality: British

Occupation: Broadcasting Consultant

Other Directorships: None

Other Media Interests: None

Background & Media Experience: B.Sc (Distinction), Senior management positions in Computer and Satellite manufacturing industries. Worked with National Council for Christian Standards.



**Name:** Ian Mackie

**Address:** c/o UCB  
Hanchurch Christian Centre, Stoke-on-Trent  
ST4 8RY UK

**Age:** 47

**Nationality:** British

**Occupation:** Broadcasting Consultant

**Other Directorships:** Mission of Tears in Canada  
Humanitarian Aid  
The Word for Today and Christian Radio  
UCB International Ltd

**Other Media Interests:** None

**Background & Media Experience:** Worked in management of Christian radio in New Zealand and Britain for 17 years. Was Managing Director of UCB for seven years, (1986 to 1993). Is returning to UK February 2001 to resume this role.

**Name:** Rev. Robert Gass

**Address:** 11835 Mountain Laurel Drive, Roswell,  
GA 30075, USA

**Age:** 56

**Nationality:** US Citizen (Born in Northern Ireland)

**Occupation:** Minister of Religion, writer and broadcaster

**Other Directorships:** President – Celebration Inc.  
Bob Gass Evangelistic Association.

**Other Media Interests:** Broadcaster on television and radio

**Background & Media Experience:** Regular appearances on the national US television show “The Breakfast Club” for 8+ years.



**Name:** Ray George

**Address:** High Tawney, Tawney Common,  
Epping, Essex CM16 7PX, UK

**Age:** 61

**Nationality:** British

**Occupation:** Managing Director and Chairman of PFE (Printed Forms Equipment) International Ltd with annual turnover of £UK34 million.

**Other Directorships:** Printed Forms Equipment Ltd  
PFE Office Equipment Ltd  
Office London Ltd  
Paper Handling Ltd  
Mulberry Retreat and Leisure Ltd  
Mulberry Tree Restaurant Ltd

**Other Media Interests:** None

**Background & Media Experience:** Major supporter of Premier Christian Radio for two years. Involved with social concern broadcasting in London.

**Name:** Alan Keith Scotland

**Address:** 'Kingswood', 69a Abbey Road, Narborough,  
Leicester, Leics, LE9 5DB, UK

**Age:** 51

**Nationality:** British

**Occupation:** Minister of Religion

**Other Directorships:** Lifelink International

**Other Media Interests:** Global Horizons, USA

**Background & Media Experience:** Public Speaking  
International Conference speaker  
Also on Radio and Television



**Name:** William George Alvery Brooks

**Address:** Brookdale, Uttoxeter Road, Blythe Bridge, Stoke-on-Trent, ST11 9HQ

**Age:** 82

**Nationality:** British

**Occupation:** Retired businessman

**Other Directorships:** None

**Other Media Interests:** None

**Background & Media Experience:** Extensive business experience. Financial supporter of Christian radio worldwide, and involved with UCB since 1986.

**Name:** Helen Irene Brooks

**Address:** Brookdale, Uttoxeter Road, Blythe Bridge, Stoke-on-Trent ST11 9HQ

**Age:** 79

**Nationality:** British

**Occupation:** Retired

**Other Directorships:** None

**Other Media Interests:** None

**Background & Media Experience:** Financial supporter of Christian radio worldwide, and helped establish UCB in Stoke on Trent in 1986 and the acquisition of the first studio complex.

(ii) There are no firm plans to appoint further directors.



**(b) Shareholding Structure**

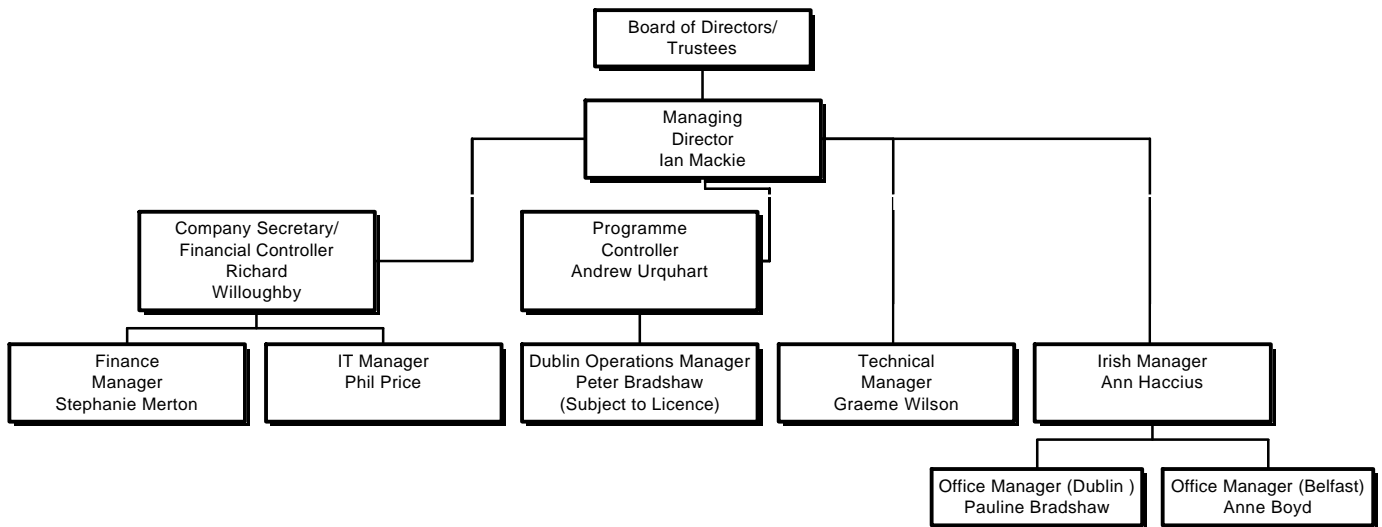
There are no shares or shareholders of this company, nor does any other corporate body have any financial interest in UCB.

UCB is financed entirely by voluntary donations from a support base of nearly 300,000 people in the UK, Ireland and Europe.

(i) to (vi) do not therefore apply.

**(c) Management Structure**

(i) The company management structure is as follows:



All of the above are full or part-time employees of the company, with the exception of the Managing Director who is a Trustee. Peter Bradshaw would be employed full time as Dublin Operations Manager on receipt of the Dublin Licence.



**(ii) Profiles of the Senior Management Team are as follows:**

**(a) Managing Director**

Name: Ian Mackie  
Age: 47  
Education: Larbet High School, Stirling  
Falkirk Technical College  
Qualifications: 7 'O' Levels  
City & Guilds Engineering  
Experience: Electrical and technical background. Worked in Management of Christian radio broadcasting for 20 years. Founding Managing Director of UCB from 1986-1993. Involved in establishing Christian radio stations in New Zealand, Russian, Estonia and Australia.

**(b) Programme Controller**

Name: Andrew Urquhart  
Age: 33  
Education: Manurewa High School, New Zealand  
Qualifications: University of Otago  
Experience: 10 years full time broadcasting experience in various formats and stations. Announcer, Radio Otago. Current Affairs presenter, Radio Rhema. Senior Announcer, Radio Rhema broadcasting group. Programme Controller for Radio Rhema and Southern Star Network, Auckland, New Zealand. Programme Controller, UCB, United Kingdom.



**(c) Company Secretary (Financial Controller)**

Name: Richard Willoughby

Age: 40

Education: Durham and Keele University

Qualifications: 8 'O' Levels, 4 'A' Levels BSc (Hons), MSc., FCA

Experience: Employed by KPMG Chartered Accountants from 1983 – 1991. Self employed as Management and Accountancy Consultant from 1991. Employed by UCB from April 2000, as Company Secretary, with legal, financial and administrative duties.

**(d) Dublin Operations Manager Designate <sup>1</sup>**

Name: Peter Bradshaw

Age: 50

Education: Avoca School (Newpark Comprehensive) Blackrock

Qualifications: Diploma in Media Studies  
City and Guild Certificates:  
Telecommunication Technician  
Radio, Television and Electronic Technician  
Media Techniques  
Autocad  
Training Courses:  
Production Course in Radio and Television at Catholic Communication Centre  
Ashton Media Radio Production Course  
Q102 School of Broadcasting Radio Course

Experience: Worked in the Cable TV industry at RTE for over 25 years and is currently working in the Network Control Centre of a major telecommunications operator. He is a member of the Chartered Institute of Journalists. He is a regular contributor to News and Current Affairs programmes on UCB Europe and has been involved in religious programming at Dublin South FM. He is also a Charter Member of the Fellowship of European Broadcasters and a Member of the Association of Christians in Local Broadcasting (UK).

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<sup>1</sup> Although not a member of the United Kingdom based Management Team, he will be the Senior Manager in Ireland responsible for broadcasting.



**(iii) The Company policy is as follows concerning:**

**(a) Management Remuneration**

All management personnel are paid, with the exception of anyone on the Board of Trustees.

**(b) Employment Contracts**

All staff have a contract which conforms to UK law, whether they be full-time or part-time employees of the company. The contract for Mrs Pauline Bradshaw conforms to Irish law; subject to the receipt of a Dublin Licence, a contract conforming to Irish Law will be entered into with Mr Peter Bradshaw and other staff

**(c) Share Options**

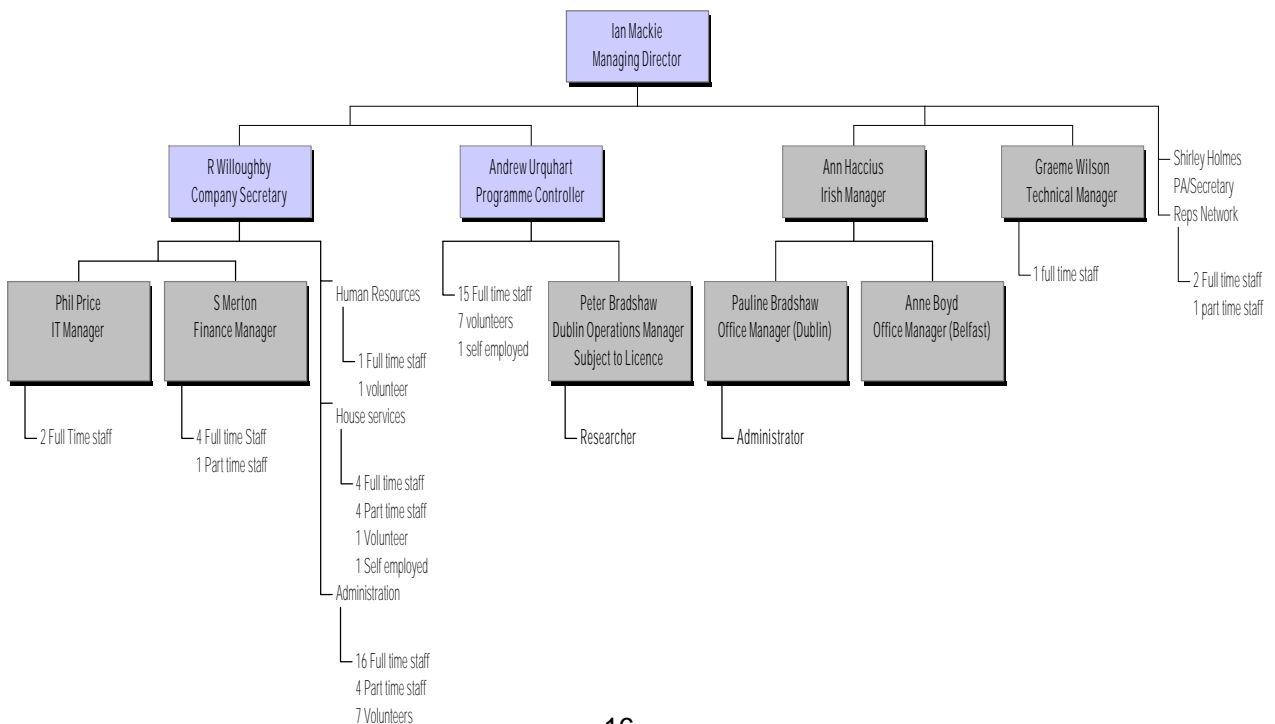
Not applicable

**(d) Relevant Financial and Other Commitments**

There are none, apart from a pension scheme which will be introduced in 2001

**(d) Staffing Matters**

**(i) Staffing Structure**







There are a total of 83 people working at UCB, of whom 52 are employed full time, 13 are part time, 16 are volunteers and 2 are self-employed.

**(ii) Salary Levels**

The Managing Director, being a Trustee, is unpaid.

Management salaries vary between £UK18,000 and £UK27,000

Salaries for general staff vary between £UK9,000 and £UK16,000

Salaries for broadcasting staff vary between £UK10,500 and £UK15,000

**(iii) Sourcing and Recruitment of Staff**

UCB follows statutory requirements and good employment practice in recruiting staff. The prime objective for UCB is the right person to fill the vacancy.

UCB is committed to equal opportunities for all, irrespective of race, colour, creed, ethnic or national origins, gender, disability or age.

The general procedure for recruitment is as follows:

When a vacancy arises, the Human Resources Officer will prepare a job description and advertisement in conjunction with the appropriate Manager.

The Human Resources Officer will place the job advertisement in suitable external media, circulate details among the local churches and ensure that the details appear on internal notice boards. Job descriptions and application forms for all vacancies can be obtained from the Human Resources Officer.

A panel of appropriate staff, including the Human Resources Officer and a member of the Executive, will interview both internal and external candidates. Where senior appointments are concerned, a Trustee or other external specialist may be included in the panel.

**(iv) Industrial Relations Policy**

UCB believes that all employees are entitled to work in an environment free from harassment, where the dignity of individuals is respected. Any member of staff who believes that they have been denied equality of opportunity or have been subjected to harassment, are encouraged to report the matter to the Human Resources office.



Although no Trade Union is represented on site, staff members are entitled to bring a Trade Union Representative to accompany them in the event of a Disciplinary Meeting. UCB will consult with the employees with regard to staffing issues.

**(v) Remuneration and Benefits**

Salaries are reviewed each year after detailed discussions by the Board of Trustees. Further benefits are given to staff to enable them to carry out their duties. Where appropriate these include: company cars, mobile telephones and reimbursement of expenses.

At the present time, UCB do not operate a Pension Scheme. However, it is in the process of introducing a Group Personal Pension Scheme in 2001.

**(vi) Training and Development**

Staff are given specific training for their particular job. Many members of staff undertake Courses and Conferences to assist them in their training. Other members of staff are supported through obtaining professional qualifications and NVQ<sup>2</sup> schemes. Health and Safety training, First Aid training, Manual Handling and COSHH<sup>3</sup> training have all been given. An IT trainer is employed to assist members of staff with computer training. Dublin employees would be given the equivalent training.

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<sup>2</sup> National Vocational Qualification

<sup>3</sup> COSHH – Care Of Substances Hazardous to Health



## SECTION 5

### THE PROGRAMME SERVICE

#### (a) Broadcasting Philosophy

##### (i) Vision Statement for Inspire FM

*Inspire FM* is a Christian Radio Station, presenting the Gospel and the reality of life in Jesus Christ in a practical manner, to which both Catholics and Protestants can relate:

- ❖ with an Easy Listening/Inspirational Music based format
- ❖ with a regular News/Information component
- ❖ with quality educational programmes in select dayparts
- ❖ with competent and personable presenters
- ❖ using on-going accurate market research to effectively target, in a sensitive and relevant manner, the spiritual, information and entertainment needs of Christian and non-Christian listeners in the city of Dublin,.

The defining statement of *Inspire FM* is that it is a religious station. This means that its music and presenters are Christian, and its programme schedule and broadcasting philosophy are 100% consistent with a Judaeo-Christian worldview. However, *Inspire FM* is not an exclusively Christian station, only concerned with meeting the needs of an audience that would consider itself Christian. Like any other station, *Inspire FM* is concerned with meeting the needs of our listeners – regardless of their faith or creed, or lack thereof. Where *Inspire FM* is unique, is that we recognise that our audience has needs not only for entertainment and information, but also for spirituality. Traditions, ethics, morals, values and culture are an essential though sadly often overlooked aspect of our society. This is an audience need dramatically unmet in the Dublin marketplace – particularly for the 55+ age demograph (please see Section 6)

##### (ii) Strategies

The vital components of *Inspire FM's* broadcasting strategies are referred to in the Vision Statement:

- ❖ News and information
- ❖ Quality and consistency of music
- ❖ Entertaining and relevant promotions
- ❖ Quality and consistency of programmes
- ❖ Competent and personable presenters
- ❖ An acute sensitivity to the needs of our audience
- ❖ Accurate, on-going market research



**Experienced team:** The most important resource that UCB brings to the *Inspire FM* programme development is a dedicated team of well-trained and experienced personnel in its broadcasting department. This consists of music-based continuity announcing by a team of mature presenters. The UCB team of presenters and contributors are seasoned professionals who have been in broadcasting for many years.

**Journalists:** UCB has its own team of trained journalists and correspondents who supply regular hourly bulletins, in-depth reports, and specialist news programmes on a daily basis.

**Community Notice Board:** UCB has a community Noticeboard team who supply hourly updates on what is happening in the local community. They network with local groups, agencies and organisations, and provide free publicity both on-air and on-line for their events. They provide free publicity while not soliciting for funds.

**Dublin Base:** UCB has a strong positive image in Dublin. With offices in Dun Laoghaire and a network of representatives throughout Ireland, UCB is a trusted and respected name among the Dublin population.

**Creative Production:** The majority of *Inspire FM*'s programme content is researched and produced by a creative team of producers, researchers and audio engineers. Many of these programmes have been developed over several years, and we have had encouraging feedback from our listeners. We have also been supplying programmes to other broadcasters around the world.

**Outsourcing:** UCB also has some external programme suppliers who will provide a small number of programmes for *Inspire FM*. These programmes are chosen for their audio quality, production values and depth of content. Preference is given to Irish or United Kingdom programmes, with an awareness of local cultural sensitivities. UCB maintain editorial control of all the material it broadcasts and we discontinue programmes that fail to meet our high standards of content, relevance and supply.

**Regular Reviews:** We have a policy of reviewing our programme line-up quarterly and are always looking for new material and ways to improve its presentation. We are sensitive to listener feedback, but value consistency ahead of a knee-jerk reaction to anecdotal opinion.

**No On-air Fund Raising:** UCB's policy is not to raise funds from its supporters during its broadcasts.

**Strict Standards:** UCB has a strict policy on statutory and regulatory obligations. All of our broadcasting staff have been issued with a copy of appropriate broadcasting regulations, and are required to read it and sign a statement to say that they understand it and will abide by it. We have an operational policy that if there is the slightest doubt over a



controversial issue, or balance and fairness, for example, this must be cleared with the Programme Controller before broadcasting such material. We have a clear disciplinary procedure to ensure that this policy is adhered to. We are able to provide accurate information on the content of our broadcasts to any regulatory authority that requires it. Broadcasting is what we do – our licences are vitally important to us: therefore we take our statutory obligations extremely seriously.

**Non Discrimination:** UCB does not permit criticism or derogatory comments about any church or members of other religious faiths.

**(iii) Criteria For Assessment Of Success Of Programming**

UCB is not a commercial enterprise in the traditional sense – ie raising income through the sale of advertising. However, as a constituency funded station, its financial viability is even more dependent on its ability to meet the needs of its listeners and supporters, and so, in this way, should be considered as a commercial operation. Nevertheless, UCB does not solicit funds on air.

A distinct point of difference between *Inspire FM* and other applicants is that because of our non-advertising policy *Inspire FM* will not endanger the viability of existing commercial operators.

*Inspire FM* will not be restricted to targeting the already crowded lower end of the demograph (see Section 6) in order to maximise our financial return.

We are, however, concerned about:

- ❖ Listener loyalty
- ❖ Average time spent listening
- ❖ Total audience share.

Initially our measure of success will predominantly be shown in the first two points above. This is based on our experience of similar formats in other markets and, the almost total lack of Christian programming in the Dublin marketplace (see Section 6).

Actual growth in real audience figures will come steadily over time as we actively promote our station within the community and promote the community through our station. The essential components of a sustained growth strategy are:

- ❖ Relevance to the market needs
- ❖ Quality of programme components
- ❖ Consistency of all programme elements.



The consistency principle is the most essential to growing and maintaining an audience base, particularly in a competitive market. If someone tunes into a station for the first time, they will only keep listening if they like what they hear, and they continue to hear it in subsequent days and time frames.

Our procedures for quality control have been discussed previously, and while quality programming is important, consistency is vital, particularly in building an audience.

What is quality programming? This is, to an extent, a subjective question. What does our audience (and potential audience) like? What do they want to hear more of? These are relevant questions when building and developing listenership, and they are questions we intend to ask.

Market research with an external focus group will be essential, particularly in the early stages of broadcasting. We need to identify the needs of our listeners and potential listeners if we are to meet them. UCB has received information from several market research agencies, and along with our own in-house survey and local representative networks, we will be able to respond to the needs of the Dublin community. Although UCB is an experienced international broadcaster, we do not presume to know the unique broadcasting needs of the Irish people. Our approach has always been one of consultation and local involvement. We believe we can meet the needs of a Dublin audience, because we have taken time to discuss their needs with them.

So, what of our potential audience figures? Based on previous broadcasting experience in other markets and an extrapolation from the current database of supporters in Dublin, we would conservatively estimate a core audience of 10-15% of our target 55+ years old audience within 18 months, with the potential for this to increase to a 25% share over time.



**(b) Programme Schedule**

- (i) **Inspire FM**'s programme schedule will be predominantly based on the programme schedule of the existing station "**UCB Inspirational**" currently being transmitted by Astra Satellite and broadcast on Sky Digital channel 951.

**UCB Inspirational** is licensed as a satellite station by the United Kingdom Radio Authority with the following service description:

*"The Licensee will provide a service of a non-commercial Christian programme service for re-broadcasting within Europe. The programme framework will consist of an Inspirational Christian music format.*

*Music styles will include; Praise and worship, Traditional, Country, Gospel, Classical, Easy listening. The service will also provide spoken news, short features, announcements, spiritual perspectives, spots and jingles.*

*The service will include Christian programmes relating to day-to-day issues, moral and ethical topics, teaching aspects of the Christian faith and the Bible."*

**UCB Inspirational** broadcasts 24 hours a day, seven days a week. The format is based on UCB's experience in other parts of the world, with adaptation for the local culture. This format has been developed over many years and has proven to be very successful in other markets that we is broadcasting in.

UCB has had an extremely positive response to the station sound, with phone calls, emails and letters of support and encouragement coming from around the United Kingdom and Ireland.

Some sample quotes from one week's mail in January 2001–

*"...I want to let you know that I love your new channel UCB Inspirational..."*

*"...the music you play is really my style – a big thank you to you all..."*

*"...I have been listening to Inspirational and it has been very helpful..."*

*"...You have definitely got it right with UCB Inspirational!!..."*

As a satellite broadcaster UCB is very aware of the importance of tailoring the content of our broadcasts to the specific needs of a local audience. In order to achieve this, **Inspire FM** will have regular local input specifically designed for the Dublin market. This will include; daily local news reports, weather updates, a daily phone-in programme, a music request show and daily educational programmes.



The local information will be presented by Irish presenters and contributors, with material prepared in both our Dublin and United Kingdom studios. Initially, this local input would average two hours per day, increasing to up to six hours per day within the next twelve months. We also plan to enhance the capacity of our local input in the future to include live broadcasts from local events and festivals in Dublin and Ireland

*UCB Inspirational's* programme schedule, as a satellite station, is already proving to be popular and relevant for a significant Irish audience. This will be further enhanced with local input, and FM transmission, creating a specifically Dublin station, *Inspire FM*.





(ii) **Schedule**

As referred to in the previous section, *Inspire FM* is based on the existing *UCB Inspirational* station with additional local input for the Dublin market. What follows is a Programme Schedule for *UCB Inspirational* as it exists today – any additional or proposed input for the Dublin market will be identified as such.

***Inspire FM* Programme Schedule Monday – Friday**

6am - 10am	<b><u>UCB Inspirational -Breakfast</u></b> with Anne Henderson and Robbie Frawley An Inspired way to start the day. Edifying, informative and always uplifting.
includes	6am - Prayer News - Jennifer Neville. 6.30 - Global Prayer Update - Maureen Clarke. 7.20 - Newspaper review - with Robbie Frawley. 7.50 - Word for Today - Devotional Thought. 8.10 - Family Minute - Practical advice for busy families. 8.20 - Something to think about - Bob Gass. 8.50 - This Day in History - with Robbie Frawley. 9.30 - Inspirational Album of the Week. (proposed) 9.45 - Link to our Dublin Studio (ISDN).
10am - 2pm	<b><u>UCB Mid-Morning</u></b> with Jan Scotcher-Husband & Guests. Christian Magazine Programme. Inspirational music and lifestyle issues
includes	Devotional thoughts Music and News features Rhyme and Reason - Poetry with Chris Youngman Lifestyle Features - e.g. Gardening and Cooking spots
(Proposed)	Link to our Dublin Studio Lunchtime Request Show Local News feature 'Dublin Today' Phone in Programme with studio guest, with topics such as - Finance, Relationships, Spiritual guidance etc
2pm - 6pm	<b><u>UCB Take Five</u></b> with Roy Clarke Good company, great fun, nicely served with a refreshing blend of easy listening music, so why not put the kettle on?
includes	Topical thoughts - reflections on the Psalms - Book reviews -Lifestyle Features - eg. Holidays, gift ideas, jobsearch, websites etc.



- 6pm **Daily Roundup**  
Catching up on the News of the Day .  
A summary of each day's top stories and special News features presented by UCB's News team.
- includes Newswatch  
Prayer News (rpt)  
Global Prayer Update (rpt)
- (proposed) Dublin Today (rpt)
- 7pm **Evensong**  
Uninterrupted Inspiration. Spiritually uplifting easy listening sound to relax and unwind to at the end of the day.
- 8pm **Specialist Music Hour**  
(proposed repeat of Saturday Night)  
A Different Specialist Music Show every weeknight.
- includes (Mon) Country Music Box -Martin Mackenzie.  
(Tue) Celtic Praise - Robbie Frawley.  
(Wed) World Beat - George Luke.  
(Thu) Southern Harmonies - Martin Mackenzie.  
(Fri) Gospel Gold - Mike Francis.
- 9pm – Mid **Evening Celebration** with John Harrison  
(proposed) Christian Educational Programmes and Traditional Music.
- includes 9pm - Psalmody - John Olhausen.  
9.45 - The Gospel Truth - Miles McKee.  
10pm - Deciding your Destiny - Dr Cecil Stuart.  
10.45 - Something to Think About - Bob Gass.  
11pm - Heart to Heart - Ivor Hopkins.  
11.45 - At Close of Day - Judy Gillen.
- Mid - 6am **"All Through the Night"** - Gentle sounds, Inspirational music.

### ***Inspire FM* Programme Schedule Weekends**

#### **Saturday**

- 7am - 11am **Saturday Breakfast** John Harrison.  
Start the weekend the way you mean to continue.  
Inspirational music and chat to brighten your spirit.
- (proposed) Includes a review of our 'Dublin Today' programme from the previous week, with a working title 'Dublin this Week' - approximate duration 1hr.



- 11am - 3pm **Midday Saturday** Brian Lincoln  
Spiritually uplifting easy listening sound, make yourself at home  
(proposed) audio book dramatisations and readings starting with 'Preachers Progress' by David Irons
- 3pm - 6pm **Saturday Afternoon** Jan Scotcher-Husband  
Inspirational music and chat, a bright break in your busy weekend. Enjoy a nice cuppa , and some great music
- 6pm - Mid **Music & Memories** various presenters  
A great diverse line up of hour-long specialist music shows.  
includes 6pm - Country Music Box - Martin McKenzie  
8pm - Southern Harmonies - Martin McKenzie  
9pm - Celtic Praise - Robbie Frawley  
10pm -Gospel Gold - Mike Francis  
11pm -World Beat - George Luke  
(proposed) to repeat these programmes during the week )

## **Sunday**

- 7am - 11am **Goodmorning Sunday** Roy Clarke  
Focusing on the Lord, on the Lord's Day. A blend of hymns praise and teaching, to prepare your hearts for Sunday Worship  
includes Hymns Ancient and Modern  
Christian Teaching  
Hour of Praise  
Living Grace - Dr Martin Lloyd-Jones
- 11am - 3pm **Sunday Lunch** Charlotte Imbert  
A sabbatical rest – traditional music and chat and on a Sunday afternoon.  
Includes 1pm - Prayer News Review - Jennifer Neville
- 3pm - 6pm **Sunday Afternoon** Anne Henderson  
Reminiscent of an era when families gathered together in front of the wireless .  
Includes 5pm - Newswatch Review – a summary of the events of the previous week
- 6pm - Mid **Hymns & Classics** Brian Lincoln  
A classic line up, from some of the best preachers and teachers tastefully blended with a traditional selection of inspirational music  
Includes Listening Hearts - Selwyn Hughes.  
God Meant it for Good - Dr R.T. Kendall.  
Inspirational Classics - Judy Gillen.  
Hour of Decision - Dr Billy Graham.



(c) **Programme Policy Statement**

The Programme Policy of *Inspire FM* is based upon our vision statement, which basically boils down to 'keeping the customer satisfied', building and maintaining an audience base by consistently giving the people what they want and meeting an unmet need in the Dublin radio market.

*Inspire FM* will be seeking to meet people's needs on three levels –

- ❖ **Information** - News, weather, current affairs, education, lifestyle, commentary.
- ❖ **Entertainment** - Consistent quality music and positive uplifting programming.
- ❖ **Spirituality** - including emotional and relational needs.

These three areas need to be measured and balanced.

- ❖ **Information**; but not just 'talking heads' to fill a current affairs/news quota.  
We need to deliver regular, relevant information on topics that people want to know about.
- ❖ **Entertainment**; playing the right mix of music and talk  
Not just an endless looptape of lift music as a cheap programming option.
- ❖ **Spirituality**; a Christian radio station - but not just for a Christian audience.  
No Bible bashing or divisive sectarian doctrine. Not the church on-air.

*Inspire FM* will have an inspirational music format covering approximately 60-80% of total output.

The balance of the content will be made up of

- ❖ music related input,
- ❖ continuity announcing,
- ❖ regular hourly news bulletins,
- ❖ community information,
- ❖ specialist news and current affairs programmes,
- ❖ lifestyle features,
- ❖ educational programmes



This can be broken down as follows

<b>Proportion of music to talk – average weekday</b>			
<b>PROGRAMME</b>	<b>%</b>	<b>TALK</b>	<b>MUSIC</b>
<b>Breakfast</b>	<b>25% talk</b>	<b>1 hr</b>	<b>3hrs</b>
<b>Midmorning</b>	<b>50% talk</b>	<b>2hrs</b>	<b>2hrs</b>
<b>Take 5</b>	<b>25% talk</b>	<b>1hr</b>	<b>3hrs</b>
<b>Roundup</b>	<b>75% talk</b>	<b>45min</b>	<b>15min</b>
<b>Evensong</b>	<b>All music</b>	<b>None</b>	<b>1hr</b>
<b>Specialist music</b>	<b>25% talk</b>	<b>15 min</b>	<b>45 min</b>
<b>Evening Celebration</b>	<b>50% talk</b>	<b>1 ½hrs</b>	<b>1 ½hrs</b>
<b>All through the Night</b>	<b>All music</b>	<b>None</b>	<b>6 hrs</b>
<b>Total</b>	<b>27%</b>	<b>6 ½hours</b>	<b>17 ½hrs</b>

<b>Proportion of music to talk – average Saturday</b>			
<b>PROGRAMME</b>	<b>%</b>	<b>TALK</b>	<b>MUSIC</b>
<b>Saturday</b>	<b>23% talk</b>	<b>5 ½hrs</b>	<b>18 ½hrs</b>

<b>Proportion of music to talk – average Sunday</b>			
<b>PROGRAMME</b>	<b>%</b>	<b>TALK</b>	<b>MUSIC</b>
<b>Sunday</b>	<b>29% talk</b>	<b>7 hrs</b>	<b>17 hrs</b>

### **Presentation Style**

The general style of presentation is conversational and relational, although this varies in some day parts, including news programmes, specialist music programmes and educational features.

The majority of speech comprises news and information features. Continuity announcing would normally not exceed an average of 3min per hour. The recommended continuity break length is 30 sec of which there are generally no more than five per hour. Music related inputs, particularly in specialist music shows, are likely to be longer than this, but given the music-based nature of the format, such inputs should be considered as relevant information for the needs and interests of our listeners.

### **National, International And Local News Coverage**

Regular news bulletins are another absolute essential in meeting the needs of our audience. They are the most common denominator among successful radio stations of all formats. To ensure suitability to our market, UCB has its own team of trained journalists and news readers who supply regular hourly news bulletins, in-depth reports and specialist news programmes on a daily basis. UCB has news provision contracts with IRN, PA News and 2K+ Sport. Our news bulletins include material from these sources as well as stories researched and prepared by our journalists.



At this point in time, UCB broadcasts regular news bulletins at 7am, 7.30, 8am, 8.30, 9am, 10am, 11am, 12 noon, 1pm, 2pm, 3pm, 4pm and 5pm.

We also have specialist news bulletins on topics of special interest at 6am, 6.30, 12.30pm, 6pm and 6.30.

During the weekends we broadcast two different news review programmes, summarising the previous week's stories. These are broadcast at 1pm and 5pm on Sundays.

There is a plan to extend our news service, with hourly bulletins through until midnight, anticipated to be in place by March 2001. The next stage of development would be to provide an hourly service during the weekend. It is planned to have this in place by May 2001.

Local news coverage will be co-ordinated by our Dublin Operations Manager, Peter Bradshaw, who is also a trained journalist. Local news will consist of a proposed daily 15min news and current affairs programme 'Dublin Today'. This will be broadcast twice a day and will consist of local news stories, short interviews and local comment, with an emphasis on positive community initiatives and Christian response to the issues affecting Dublin.

Material prepared for our 'Dublin Today' report will also feature in our regular hourly bulletins. In addition to this there will be a 50min local news summary programme, 'Dublin this Week', broadcast on Saturday mornings.

### **Sports**

Regular sports coverage is included at the end of every news bulletin, referring to latest results and details on up and coming fixtures. Sports reports live from Wimbledon, (supplied by IRN) and Olympic reports from Sydney (supplied by 2K+Sport) have also previously featured on our programme. Adrian Barnard and Mike Beardsley from 2K+Sport also provide us with a summary of the "week in sport" feature broadcast on Fridays, repeated Sundays, as part of our Newswatch feature.

### **Community Information**

Local Community information is currently prepared at UCB by our Noticeboard team, who supply hourly updates six days a week, approximate total length of 20 minutes per day. The Noticeboard team network with local groups, agencies and organisations, and provide free publicity both on-air and on-line for their events.

### **Current Affairs Programming**

Current affairs – this term means different things to different people. For the purposes of this application we define the term as follows - "Speech-based informative programming the content of which has direct relevance or special interest to our audience". Defined as such, current affairs programming shall be no less than four hours per day, or no less than 16% .



The current affairs content of our programming will be concentrated in three daily blocks: UCB Mid-Morning show; Daily Roundup; Evening Celebration.

The details of these programmes have been mentioned previously but are included below for your reference.

- 10am - 2pm      **UCB Mid-Morning** with Jan Scotcher-Husband & Guests.  
Christian Magazine Programme. Inspirational music and lifestyle issues
- includes      Devotional thoughts  
Music and News features  
Rhyme and Reason - Poetry with Chris Youngman  
Lifestyle Features - e.g. Gardening and Cooking spots
- (Proposed) Link to our Dublin Studio  
Lunchtime Request Show  
Local News feature 'Dublin Today'  
Phone in Programme with studio guest, with topics such as - Finance, Relationships, Spiritual guidance etc
- 6pm              **Daily Roundup**  
Catching up on the News of the Day .  
A summary of each day's top stories and special News features presented by UCB's News team.
- includes      Newswatch  
Prayer News (rpt)  
Global Prayer Update (rpt)
- (proposed) Dublin Today (rpt)
- 9pm – Mid      **Evening Celebration** with John Harrison  
(proposed) Christian Educational Programmes and Traditional Music.
- includes      9pm - Psalmody - John Olhausen.  
9.45 - The Gospel Truth - Miles McKee.  
10pm - Deciding your Destiny - Dr Cecil Stuart.  
10.45 - Something to Think About - Bob Gass.  
11pm - Heart to Heart - Ivor Hopkins.  
11.45 - At Close of Day - Judy Gillen.

There are elements of current affairs programming scattered throughout the rest of the line up, with the exception of the music only zones 'Evensong' and 'All through the night'



## Music Policy Of The Station And Details Of The Range And Type Of Music Proposed

The music needs to fulfil the format requirements as stated in this application; to be an Inspirational music station, easy listening in style and emphasising the Country and Irish music genres, within the context of Christian music. The music is also required to be appropriate for our target age demograph, 55+, be culturally appropriate to the people of Dublin and be consistent with the Judaeo-Christian worldview that our audience expects from a Christian station. Entertainment, yes! - but not at the expense of the morals, ethics or values of the Christian Tradition - which is such an important aspect of this culture. (See Appendix B)

The content is 60-80% music including –

- ❖ Easy listening – BJ Thomas, Glen Campbell, Daniel O'Donnell, Cliff Richard, Robin Mark
- ❖ Country - Wanda Jackson, Paul Wheeler, Michael James, Suzie Luchsinger, The Gaithers
- ❖ Irish & Celtic – Eden's Bridge, Maire Brennan, Michael Card, Iona, The Crossing, Nick Haigh
- ❖ Instrumental – Fletch Wiley, Justo Almario, Simon Bernard Smith, Brian Longridge, Bob McKay

With the music policy of four broad categories

- ❖ Contemporary
- ❖ Gold
- ❖ Traditional
- ❖ Extreme Traditional

The music on **UCB Inspirational** contains a high proportion of music in a Irish/Celtic and country style. This is represented throughout the playlist – see attached playlists and music schedules in Appendix B.

### Country Artists

Susan Ashton	Michael James	Brenda Geneau
The Cathedral Quartet	Wes King	Wilcox & Pardoe
Kim Hill	The Bill Gaither Trio	Chris Wright
Twila Paris	Warren Curtis-Smith	George Beverly Shea
Carman	Glen Campbell	Buddy Greene
Burl Ives	Bruce Carroll	Barry McGuire
Heirloom	Andy Griffiths	Johnny Cash
Newsboys	Honeytree	Susie Luchsinger
Daniel O'Donnell	David Ingles	The Kingsman
Steve Bell	Steven Curtis-Chapman	Wilcox & Pardoe
Len Magee	B J Thomas	Wanda Jackson
Randy Matthews	Pete Whitebird	Ritchie Furay
Ron David Moore	Chris Wright	The Talbot Brothers
Anne Murray	Wanda Jackson	Gary Chapman
Billy Sprague	Paul Wheeler	





This is a sample of some of the Country artists in our regular playlist. The full list, including specialist music is more extensive than this. Country overall, makes up about 10 – 15% of our total playlist.

Irish/Celtic music is a major component of our overall station sound, also about 10 – 15% of our total playlist. Listed below are all of the tracks with a Celtic sound code in our Selector music schedule

TITLE	ARTIST
Lord How Majestic You Are	Celtic Expressions
Men Of Faith	Celtic Expressions
Sing To The Lord	Celtic Expressions
Pilgrim	Nick Haigh/Anita Haigh
Come To Me	Nick Haigh/Anita Haigh
Picture Me	Eden's Bridge
Pride Of The Parish	The Celtic Series
Lowden's Prayer	Michael Card
How Deep The Father's Love	Celtic Expressions
O The Deep Deep Love Of Jesus	Michael Hart
Open To You	Nick Haigh/Anita Haigh
I Believe In Angels	Johnny Markin
Sing A Song For The Nations	Grapevine
Bold Little Preacher	The Crossing
Boat Of Devotion	Chris Eaton
Sing My Tongue	Celtic Expressions
I Heard The Voice Of Jesus Say	Wendy Ritchie
O The Deep Deep Love Of Jesus	Wendy Ritchie
We Will Dance	Peter Stacey
I Am The Great Sun	Joanne Hogg
Sing A Song Of Celebration	Joanne Hogg
Father Hear The Prayer We Offer	Eden's Bridge
A Million Stars	Iona
The Eyes Of Man	Don Francisco
Where I Stand	Maire Brennan
New Land	Eden's Bridge
Beginning And End	Eden's Bridge
Can A Nation Be Changed	Celtic Heartbeat
Chi Rho	Iona
No Heart Beats	Iona
The Moment	Nina Astrom
Divine Presence	Iona
Treasure	Iona
Burning Like Fire	Iona
I Will Arise	Michael Card
Days Of Elijah	Robin Mark
Heal This Land	Maire Brennan
Follow The Word	Maire Brennan
To Be In Your Presence	Celtic Expressions
Castle In The Sky	Celtic Expressions
Hope	Michael Card



I Will Sing The Wondrous  
For All The Saint  
Be Thou My Vision  
I Will Change Your Name  
O Lord You're Beautiful  
Hope To Carry On  
The River  
Wisdom  
Open Sky  
Bold Little Preacher  
Things We Leave Behind  
Eternal Father  
Surely The Time Has Come  
Starkindler  
Refiner's Fire  
Captivate Me  
All I Can Say  
Midnight Cry  
Sanctus  
The Big Rock  
It's Hard  
Here Is Love  
Magnificat  
Meet Me In The River  
The Prayer  
All That I Need  
Devotion  
Holy Is The Lord  
I Feel The Winds Of God  
Follow The Word  
No Scenes Of Stately Majesty  
Perfect Time  
Signs From The Hills  
Why  
The Poem Of Your Life  
Lift Him Up  
Here Is Love  
All Creatures Of Our God  
To Be In Your Presence  
Be Thou My Vision  
Not By Might

Celtic Expressions  
Celtic Expressions  
Celtic Expressions  
Eden's Bridge  
Eden's Bridge  
Caedmon's Call  
Alan /Fran Frawley  
Iona  
Iona  
The Crossing  
Michael Card  
Eden's Bridge  
Matt Redman  
Michael Card  
Eden's Bridge  
Nick Haigh/Anita Haigh  
Simon Goodall  
Clay Crosse  
Eden's Bridge  
Maire Brennan  
Nina Astrom  
Celtic Expressions  
Eden's Bridge  
Jon Buller  
Annie Herring  
Katheryn Scott  
John Michael Talbot  
Chris Russon  
Steve Bell Band  
Maire Brennan  
Maire Brennan  
Maire Brennan  
Maire Brennan  
Michael Card  
Michael Card  
Celtic Expressions  
Celtic Expressions  
Celtic Expressions  
Celtic Expressions  
Celtic Expressions  
Celtic Heartbeat



Hear Me See Me	Eden's Bridge
O Little Heaven	Eden's Bridge
Eternal Father	Eden's Bridge
Stones And Sea	Eden's Bridge
Crying For The World	Eden's Bridge
All I Can Say	Simon Goodall
Carry Me	Yvonne Rowl/Fran Frawley
Quiet My Mind	Mary Barrett
Open Sky	Iona
Listen	Michelle Tumes
Celtic Instrumental Music	Simon Bernard Smith

## Music Policies

### *Inspire FM* – Music selection

The following are the guidelines already used by the *UCB Inspirational* Music Programmer:

**Drum Beat:** This is one of the most common complaints among the older audience – ‘The drums are too heavy’. Therefore, when choosing music, careful consideration should be taken of the beat. The drums shouldn’t be too intense, or too fast. The mature audience will tolerate the occasional heavy beat, but will usually object if this is regular or continues throughout the whole song. However, there are exceptions to this general rule. In both Celtic and Country music, the older audience will tolerate more intense beat. A military style beat (even when it is quite heavy) is generally acceptable. The musical intensity (including the drums) can be greater in an orchestral based piece of music. Rock and Roll style drum beats are the ones to watch for, and these generally cause the most trouble with a more mature audience.

**Vocal Style:** The clarity of the words are important, as for most people their hearing deteriorates as they get older. A common complaint is ‘I can’t hear the words’. A straight style of singing is preferred over other styles. For this reason, the crooners are really appreciated – both from the past (Pat Boone, Glen Campbell, Dave Boyer) and also those who employ that style today (Daniel O’Donnell). Styles to avoid are a raspy singing style (Phil Driscoll), a whispery breathy style (Julie Millar), a shrill operatic style (some early Sandi Patty) and a black sound which gets intense and messes with the melody.

**Instrumental Lead Breaks:** Once again, the emphasis is on a smooth easy listening style of music. Instruments to watch out for are guitar and saxophone. With the guitar, avoid any break that sounds menacing, or has an intense edge to it. A folk guitar is normally fine, but you have to be more careful of full-on electric lead breaks. With the Saxophone, go for the smooth sound rather than the full out aggressive style.

**The Melodic Tune:** In general, the audience wants the ‘tried and true’...the gold and familiar. For this reason, keep the tune straight forward, and familiar. Any piece of music that introduces changes to the familiar melody has to be approached with care. This involves both the melody line and the timing. Jazz



improvisations also have to be handled carefully as these make alterations to the melody. For this reason most jazz instrumentals are unsuitable.

**Overall Intensity:** Sometimes you can get away with one of the above, but where there are several factors in one song, you have to proceed with extreme caution. Another thing to take into consideration is the length in duration of the offending style. If it is short, then it may be tolerated, but if it is 20-30 seconds, or longer, then it is more likely to become a problem.

### **Musical Categories**

There are four broad categories

**Contemporary:** This does not strictly refer to a recently released song, but is related to how listeners perceive the song. This largely relates to the arrangement of the music although vocal style also comes into it. If the arrangement features a predominance of electronic sounds, then it will almost certainly fit into the Contemporary category. Remember, the audience is generally older and more conservative, so what they consider contemporary and what the Adult Contemporary audience considers contemporary will quite different. The question we must keep on asking is 'will the audience perceive this as a modern sound?'

**Gold:** this is the plumb line by which all the other music is judged. It is the broad based sound that the audience will feel most comfortable with. It will generally feature songs with real instrumental sounds, that have a general feel of soft, easy-listening 60's and 70's type music. Remember it is not a strict age definition, but a musical style. The song may have been released last week, but it has a sound and style that harks back to the 60's and 70's.

**Traditional:** Included in this category are the 'Crooner' styles (Dave Boyer). It is also the style of music before the advent of Contemporary Christian Music, when artists wanted to sound more modern than church choirs. Cliff Richard's album 'Good News' fits this category perfectly. Organs and old-fashioned harmonies fit in fine, but the singing style is reasonably modern sounding.

**Extreme Traditional:** This category is of less appeal to the wider audience, although a certain percentage of the listeners will really appreciate this type of music. It would be fair to say that this category will largely appeal to the older side of the demograph. Traditional church choirs fit into this category. Also included are any operatic styles (Fredrico), classical works (Handel's Messiah) and the very old-fashioned singing style, (George Beverley Shea and Burl Ives). For many people, music in this category will sound quite strange, and so it has to be used with care. Because we are attempting to attract a broad range of listeners to the Breakfast slot, there are no songs from this category included in this day part.



## Sub-categories

**Contemporary Hot:** This is the new music that is going into the system. The idea is to create familiarity with this new music, while bearing in mind that creating hits is not such a big deal with this audience. They are more interested in the familiar and the old, than with the latest songs. I believe that this category should be played once per hour, and there should be 23 or 25 songs in this Sub-category so that they rotate about (but not exactly) once a day. They should be in this category for about 12 weeks, which means that there should be about 2 songs added each week. This also means that 2 songs should come out of this category each week. It should be noted that this category is not strictly music with a Contemporary style (although most will be). For example, a new Marilla Ness song would be placed in this Sub-category (because it is a new song that you are trying to get the audience familiar with), however, after 12 weeks it would be placed in the Traditional category.

**Power:** These are the stronger songs, either because of their familiarity (hymns) or because of the song itself.

**Regular:** While these songs should still be good radio songs, they do not have the same pulling power with the audience as the Power songs. They may not be as familiar, or they are just not as strong a song.

## Day Parting

We have used a few Day parts to help control the sound of the station.

**Breakfast Only:** This day parting is for strong songs that are right at the boundary of what is acceptable as far as pace and intensity are concerned. They will lift the general feel of breakfast and make it sound brighter, but these songs would be too much for other parts of the day.

**Breakfast and Drive Only:** These songs are similar to the above, but not quite as intense or fast paced.

**Not Breakfast:** These songs are either

Very slow songs that would kill the pace of Breakfast, or

Songs that are not strong enough for the Breakfast day part in which you are trying to highlight your best elements.

**Not 7pm to 6am:** In this day part we are trying to slow the pace down. It is the time following Drive Time, and ends at the start of the Breakfast Show. That means that songs with a strong beat and/or intense vocals or instrumentation should be excluded.

**Not Midnight to 6am:** This is a similar day part as the above, only more so. After Midnight the pace is slowed again, recognising the fact that many listeners will probably be insomniacs and the last



thing we want to do is to wake them up with bright music. This is the softest sounding day part of the whole lot, so even remotely up tempo, beaty music is excluded.

### **Pace and Intensity**

These ratings have to be slightly different to those used for UCB Europe, to reflect the overall softer sound of *Inspire FM*. We believe there should be roughly be the following percentages in each of these groupings.

Pace	S	5%
	SM	15%
	M	60%
	MF	15%
	F	5%
Intensity	Quiet	10%
	Easy	25%
	Regular	50%
	Bright	15%

### **Other Programming Proposals**

As well as our regular music continuity shifts, we currently broadcast specialist music shows

#### **Country Music Box – Martin Mackenzie**

An hour of the best of contemporary Country Gospel music, often incorporating artist interviews. Now in it's seventh year of continuous broadcasting, Country Music Box has a large following in Ireland and England and throughout Europe. This is a multiple award-winning programme, and Mr Mackenzie's vast knowledge of the genre is only exceeded by his contagious enthusiasm and love for country music.

Saturday nights 6-7pm. Proposed repeat, Monday nights 8-9pm.

#### **Celtic Praise – Robbie Frawley.**

Celtic Praise explores the Spiritual roots and rhythms behind all Celtic and Irish music, from traditional instrumental pieces, to modern soft-rock ensembles. Dublin born and bred, Robbie covers them all with wit and whimsy, bringing a new depth of understanding to this increasingly popular musical style.

Saturday nights 9-10pm. Proposed repeat, Tuesday Night 8-9pm.



### **World Beat – George Luke**

George Luke brings us sounds from the Caribbean, Middle East, Africa, South America & Asia – all in the same programme. Lyrically, George likes to keep English to a minimum, regularly including pieces in the Irish language – entertaining and educational with interviews from cultures represented in the music, it's the most integrated hour of the week.

Saturday nights 11-12midnight. Proposed repeat Wednesday 8-9pm.

### **Southern Harmonies – Martin Mackenzie**

There's more to Country music than just Rock'n'Roll with hats on. Martin Mackenzie delves into the traditional origins of country music, including wonderful five-part harmonies, foot stomping barn-raisers and that old smokey mountain sound in Blue Grass corner.

Saturday 8-9pm. Proposed repeat, Thursday 8-9pm.

### **Gospel Gold – Mike Francis**

Before Motown, R'n'B and Hip-Hop, was the traditional Black Gospel sound. Big choirs, big robes and a great big Amen. A mixture of early recordings and contemporary mixes of traditional favourites. The heart and soul of music.

Saturday nights 10-11pm. Proposed repeat, Friday 8-9pm.

There are also plans to develop this further to present specialist music shows, which will include the following music styles:-

- ❖ Classical
- ❖ Jazz
- ❖ Folk
- ❖ Blues.

### **Representation of Irish Culture and Opportunities for Irish Artists**

In terms of UCB's relevance to an Irish culture, there are challenges in achieving this as a UK based station; however, there is also a conscious commitment to meeting the needs of our Irish listeners. This is demonstrated through the significant investment we have made, over several years, in Irish broadcasting at a community level.

UCB's team of presenters, correspondents and contributors include eight Irish individuals and as the station develops we will be looking at training and employing additional staff in Dublin. Several potential broadcasters who have radio experience have already been located for the Dublin opt-outs. We will also continue to be very closely involved with the local churches in Dublin providing training, experience and media awareness, broadcasting free publicity for local events and exposure for positive community initiatives. Good news from the streets where you live.



Our music play list has a significantly high proportion of Irish performers, some of whom are internationally recognised, and others who are up-and-coming local artists, whose careers we are proud to support.

- ❖ Daniel O'Donnell
- ❖ Maire Brennan
- ❖ Robin Mark
- ❖ Brian Houston
- ❖ Dana
- ❖ Fran Frawley
- ❖ Marie Lacey
- ❖ Alan McGill
- ❖ Emmaus
- ❖ Joseph
- ❖ Kathryn Scott (nee Rainey)
- ❖ Joanne Hogg
- ❖ Yvonne Rowland

Some of these Irish artists are not supported by other media because of the Christian content of their material and so UCB is the only broadcasting outlet for their artistry.

*"Promotion and air play is the life blood of a singer songwriter. Owing to the particular niche that I write in (contemporary Christian) it is not always possible to get the attention of mainstream media. UCB however have been very supportive of my music both in terms of airplay, interview and promos. This support has not only extended to myself but to many like minded artists in Dublin and around the country."*  
Fran Frawley (Dublin Musician)

We play instrumental pieces played on traditional Irish instruments, contemporary Irish music (some of which is recorded live in concert), and Celtic vocal pieces, traditional and contemporary, some of which is sung in the Irish language

## **Conclusions**

It is acknowledged that UCB's bid for an FM license for Dublin is somewhat unconventional and there are aspects of our proposed service that are distinct from other applicants.

## **Is the proposal viable?**

UCB has a proven track record. Twenty-five years of broadcasting experience, in a wide variety of formats and radio markets around the world. A solid financial base with a sustainable income and sound management practices. UCB also has identified a clear market gap and has a proven format that meets that need. We have a well-documented case showing evidence for the demand in Dublin for the service we are proposing and have a realistic strategy for building and maintaining a strong audience base.





### **Why should the licence be given to a foreign applicant?**

It shouldn't - unless the applicant can clearly show that their radio service has the support of the Irish people. UCB is not perceived as a 'foreign' organisation, but an international broadcaster with extensive support in the Dublin area. UCB is a trusted and respected name in Ireland, with a positive reputation among those of all creeds and none. UCB has also demonstrated a commitment to serving the needs of the Irish people, through consultation and involvement and will provide exposure for Irish artists long ignored by other Dublin stations. Inspire FM will be a Dublin station not a U.K. transplant.

### **Why should the licence be given to a non-commercial applicant?**

Because Inspire FM will not be selling advertising spots, we will not endanger the viability of existing commercial operators. UCB offers quality radio communication - not advertising saturation for shareholder returns. Yes, we want to broadcast great music and relevant information, so that more people will listen to our station - but not so we can charge higher spot rates. UCB has no 'agenda' - meeting the radio needs of our target audience - for information, for entertainment as well as spiritual needs, is an end unto itself.

### **What are spiritual needs, in radio terms?**

We all have a need to belong, to feel loved and accepted, to be part of a community, to have a hope for the future and to feel part of something much bigger than ourselves - these are part of our spiritual needs. All of us have spiritual needs, which ultimately can't be fully met by any doctrine, liturgy or creed but only by God Himself. In Dublin a very high proportion of the population value such spiritual matters highly and these values are currently unrepresented in the spectrum of radio services.



## SECTION 6

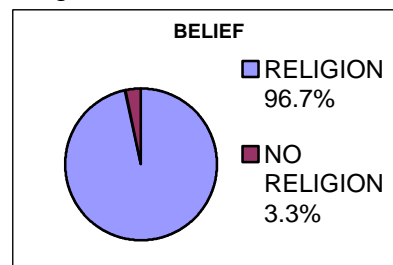
### MARKET ANALYSIS

#### (a) Analysis of Existing Marketplace

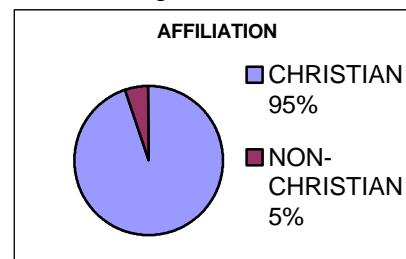
##### (i) Analysis of the Population by Religion

Dublin is a very religious community. A very high proportion of the approximately one million<sup>4</sup> population of Dublin profess to be Christians. The relevant statistics<sup>5</sup> are represented as follows:

Religious Belief



Religious Affiliation



The great majority (80%) of the population of Ireland are Church members and 60% of Roman Catholics in Dublin attend Mass at least once per week<sup>6</sup>. Also, **44%** of all Catholics in Dublin stated in 1998 that religion was **very important** in their life today. A further **33%** said religion was fairly important, making a total of **77% confirming the importance of religion in their lives**<sup>7</sup>.

The interests, values and tastes of the Dublin Community therefore have a strong spiritual dimension, predominately grounded in the Christian faith.

<sup>4</sup> 1,109,600 Source: 1991 Census Report, Central Statistical Office

<sup>5</sup> Source: as above

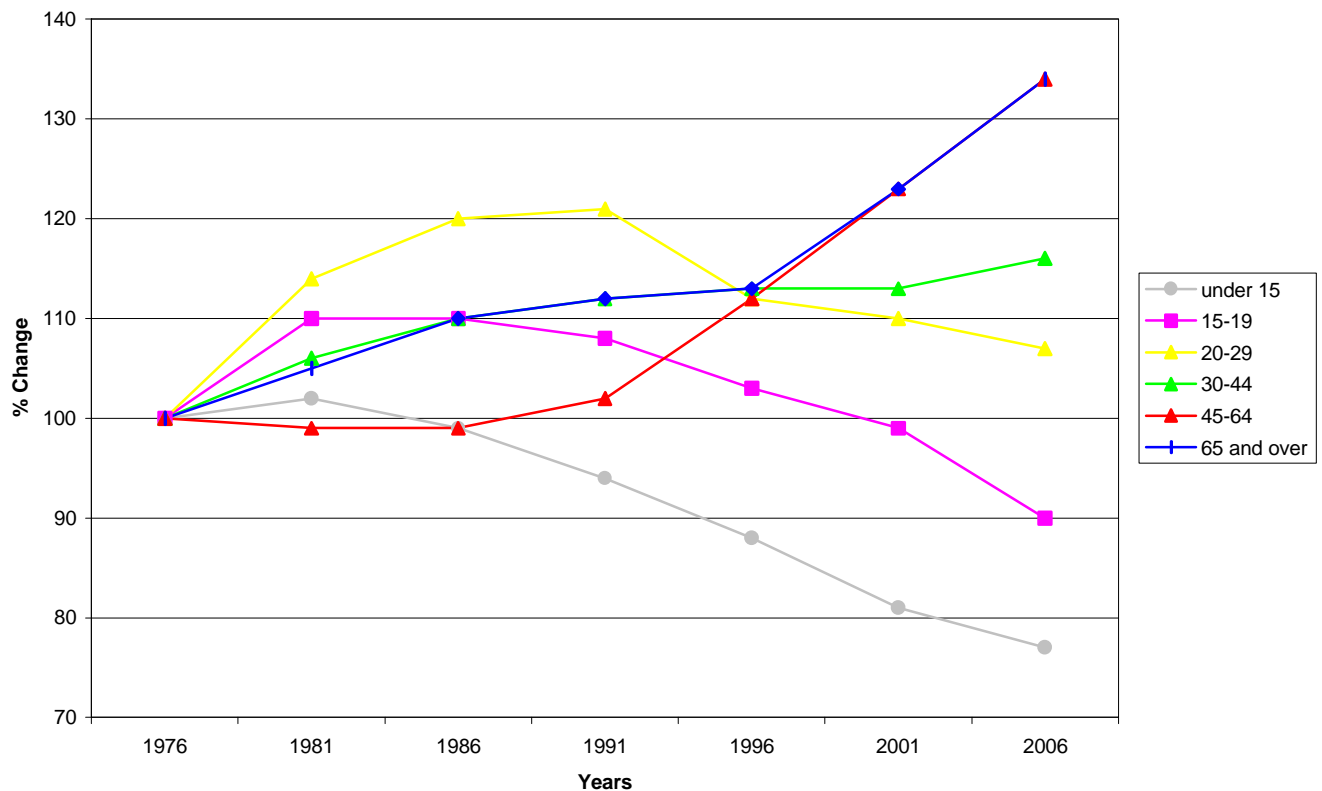
<sup>6</sup> Source: Mass Attendance Survey, Lansdowne Market Research Ltd, 1994

<sup>7</sup> Survey of 922 Catholics in Ireland by MRBI in January 1998

**(ii) Analysis of the Population by Age**

Ireland has an aging population. The proportion of older people in the population is increasing quite dramatically, whilst the proportion of younger people is decreasing correspondingly. This trend is forecast to continue for at least the next six years as the following chart illustrates:

Population Change by age in Ireland from 1976<sup>8</sup>



Although Dublin reflects this trend, the rate of increase is less than that for the country as a whole, because of the presence of University students and the migration to the City of younger people looking for jobs.<sup>9</sup>

Older adults (45 and over) are continuing to form a growing proportion of the potential radio audience. This potential audience will only be translated into actual listeners if there are radio programmes which cater for their interests, values and tastes. *Inspire FM* is designed to provide that.

<sup>8</sup> Source: Central Statistics Office

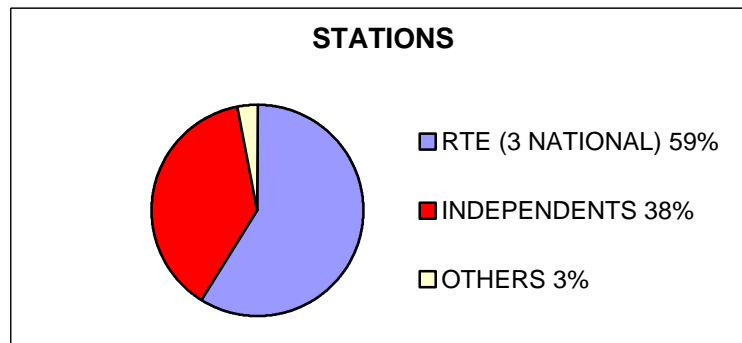
<sup>9</sup> Confirmed by Central Statistics Office (Francis McCann)



**(iii) Analysis of the Market Share of Existing Stations<sup>10</sup>**

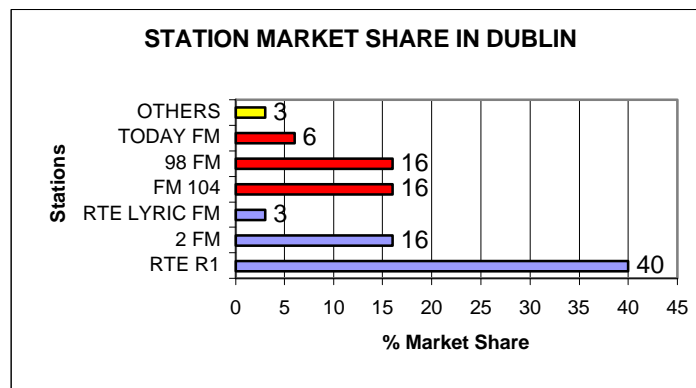
The following part of this section considers the existing radio market and how the listening needs and tastes of Dublin audiences are being met and, in particular, the extent to which the religious interests, values and tastes of an aging population are being catered for in this marketplace.

Market Share in Dublin – Main Groupings<sup>11</sup> (July 1999 to June 2000)



RTE's three national stations currently dominate the market. There would appear to be room for the Independent sector to increase its share of the radio market by offering more diversity and choice

Market Share in Dublin – All Stations (July 1999 to June 2000)



The two Independent stations (adult contemporary music services) aimed at a mainly younger audience, are battling it out neck and neck for market share with RTE's contemporary music channel for younger listeners (2 FM). The new Arts and mainly Classical music service of RTE (Lyric FM) has so far gained only a small share of the Dublin radio market. The national Independent station, Today FM, is slowly gaining ground, but is significantly less popular with Dubliners than the two local music channels.

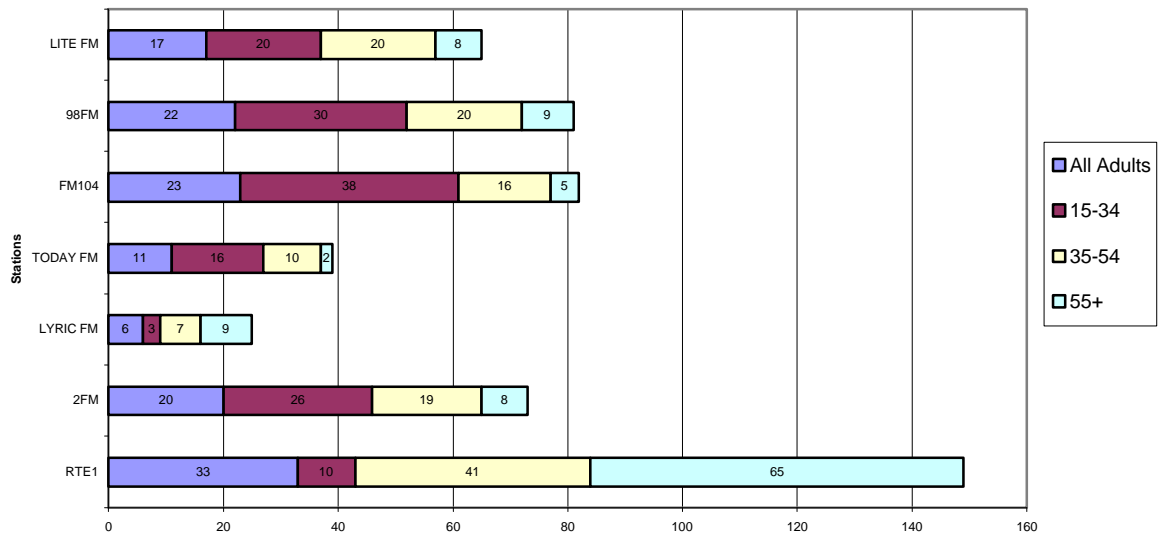
<sup>10</sup> Source: JNLR Survey Results

<sup>11</sup> Lite FM only started broadcasting in mid 2000



**(iv) Analysis of Average Weekday Listenership**

The latest JNLR/MRBI Survey results, published on 24 October 2000 for the period 26 May to 30 September, reveal the average weekday listenership of radio stations including Lite FM, which has had a significant impact. This All Time Favourites music format station has already reached 20% of its target adult market of 35-54 year olds.



This shows that many Dubliners have welcomed the additional choice and diversity presented by Lite FM’s music programming. However, there is still little music choice appealing to older listeners, especially Christians.

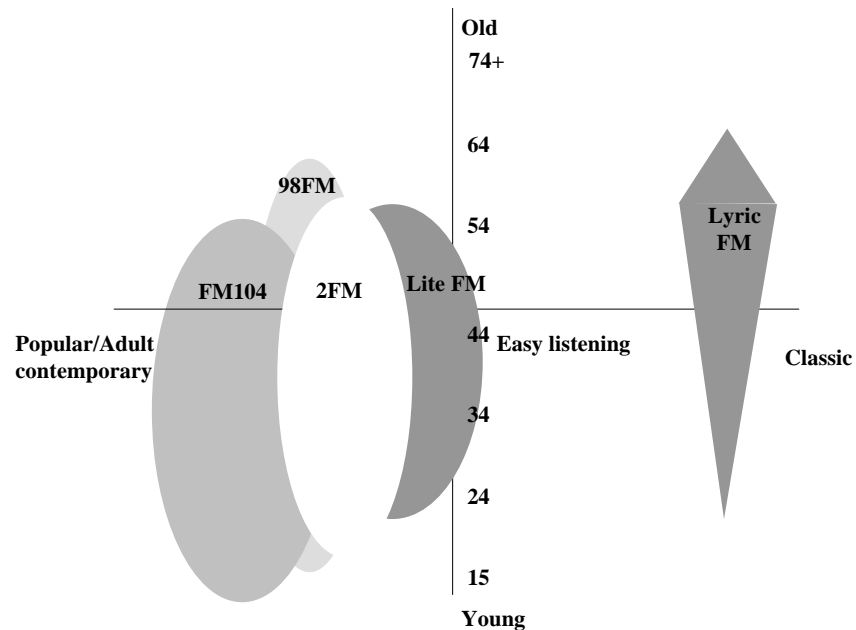
**(v) Analysis of Existing Music Stations**

The general Dublin radio market is highly competitive with most Independent stations targeting the younger age groups with music that is described as “Adult Contemporary” or, in the case of Lite FM, “All Time Favourites”. The following chart plots the approximate distribution of the 24 hour national and local music radio services with reference to age and music genres. This shows that there is:

- ❖ intense competition in one part of the marketplace only, ie between providers of music aimed at the younger listeners.
- ❖ a huge gap in the market for the older listener.



## Approximate Positioning of Existing Music Stations in the Marketplace



It is clear that any new station needs to target the older listener, if it is to have a realistic chance of success. The format most likely to succeed would seem to be music based.

### NOTE:

#### Target Audiences and programme formats:

- ❖ 2 FM – 20-35 year olds with adult contemporary music
- ❖ FM 104 – 15-34 year olds with adult contemporary music format with hourly news bulletins and live on Internet
- ❖ 98 FM – 25-44 year olds with adult contemporary music mix, today's and classic hits, news and entertainment.
- ❖ Lite FM – 35+ year olds with music led All time Favourites. Current affairs during "Dublin Today" at 10.00am.
- ❖ Lyric FM – 35+ year old aficionados and novices with an Arts and mainly Classic music service.

#### Other Main Broadcasters with mix of music and speech

- ❖ Radio 1 – 10+ year olds
- ❖ Today FM – 25-45 year olds with speech and music offered both entertainingly and informatively

#### Other Local Broadcasters – ie Community, Special Interest and Hospital:

- ❖ These are independent radio services which are principally speech-based in format. They target their broadcasts to either very localised areas of Dublin or for a specific community of interest. Their broadcast hours are usually limited mainly to the evenings and weekends. They currently account for a very small share of the Dublin radio market.



**(vi) Analysis of Existing Radio Stations by Religious Music Programming**

STATION	TARGET AUDIENCE	STATION FORMAT	RELIGIOUS PRODUCER	Hrs P/w MUSIC
Radio 1	10+	Mixed	Yes <sup>12</sup>	
2FM	20-35	Music	None	
Lyric FM	35+	Speech/Music	None	1 <sup>13</sup>
Today FM	25-35	Speech/Music	None	
FM 104	15-34	Music	None	
98 FM	25-44	Music	None	
Lite FM	35+	Music	None	

This shows that there is little religious programming provided by the existing radio broadcasters.

**(vii) Religious Music Programmes Analysed by Station<sup>14</sup> and Age**

More than One Hour Per Week of Religious Music

AUDIENCE	Radio 1 2 FM Lyric FM	} RTE	<b>INSPIRE FM</b>
	Today FM Lite FM		
Older Listener (45+)	Radio 1 2 FM Lyric FM	} RTE	
	Today FM FM 104 98 FM Lite FM		
Younger Listener (15-44)			
MUSIC	non-religious		religious <sup>15</sup>

This shows clearly that there is virtually no religious music programming provided regularly to the Christian community in Dublin.

<sup>12</sup> Thought for the Day

<sup>13</sup> "Gloria" – 6-7pm on Sunday evenings

<sup>14</sup> Full Time Broadcasters only

<sup>15</sup> Religious music is defined in the previous section. The Applicant's definition embraces many different genres, including Country and Irish and not just choral and church music.



(viii) **Summary of Findings and Conclusions from the above Analysis**

**The Dublin Community**

- (1) The Dublin community is **very religious and homogenous** in that nearly everyone professes the Christian faith.
- (2) The interests, values and tastes of the Dublin radio community have a **strong spiritual dimension** grounded in the Christian faith.
- (3) The Dublin community is **aging**.
- (4) The potential audience among the **older listeners** will only be translated into actual listeners if there are programmes which cater for their interests, values and tastes.

**The Marketplace**

- (5) There is **intense competition** in one part of the market place only, ie between providers of music for the younger audience.
- (6) To have a realistic chance of success, any new provider needs to **target a different part** of the potential audience, eg the older listener, with preferably a music based format.

**The Market Gap**

- (7) There is **virtually no religious music** programming provided on a regular basis by existing broadcasters.
- (8) There is **no religious music programming** whatsoever provided by independent broadcasters
- (9) RTE have recently sought to fill the "**huge gap**" which they have identified in the marketplace for Arts and Classical music.
- (10) There is **still a huge provision gap** in the marketplace for religious music of various genres which appeals especially to the older Christian.

**The Proposed Service *Inspire FM***

- (11) The proposed music service *Inspire FM* will be **ideally suited to fill this identified market gap and to extend the range of choice** for listeners.
- (12) *Inspire FM* will add significantly to the **diversity** of the Dublin radio marketplace.





- (13) **Inspire FM** will **enrich and enhance** the listening experience of the Dublin radio audience.
- (14) **Inspire FM** will **not endanger the viability** of existing Independent stations because it will:
- ✓ **not advertise**
  - ✓ **complement** rather than compete with existing music radio provision.
- (15) **Inspire FM** will be good for the independent sector because it will:
- ✓ **attract new listeners** to the radio audience **and**
  - ✓ **increase the total hours** that members of the existing audience listen to the radio.

**The Independent sector now has a golden opportunity to redress this imbalance and lack of diversity and choice by providing for the musical needs and tastes of this important community within the Dublin radio audience, especially its older members.**



**(b) Demand and Potential for the Type of Service Proposed**

The 55+ demograph would be particularly attracted to UCB's mix of music – involving Country, Irish and Easy Listening. This music is mixed with the Christian message in a manner which is acceptable to all denominations, and is non-divisive. There is much in this message which unites and encourages, and the particular age group we aim to attract have a growing concern for the faith and well-being of their children and grandchildren. UCB also has many listeners below the 55+ age group.

**(i) Evidence of Demand**

In February 1999, UCB commissioned a survey from Irish Marketing Surveys on the reaction to a religious music radio station in Dublin. This clearly shows that although demand for a 'religious' radio station is low, support for a 'Christian music radio station' is unexpectedly high. Approximately 60% of those surveyed stated they would either regularly (8%) or occasionally (52%) listen to a contemporary Christian music station.

Since UCB is a non-commercial organisation, it has not approached advertisers. Its organisation is, and always has been, donor-supported. This in itself is indicative of the need and demand for such a service, as without sufficient ground support it would be unable to sustain its broadcasts.

The IRTC will not be unaware of the unauthorised re-transmissions of programmes that have been happening over the years in Ireland. UCB understands that these re-transmissions have, in fact, been done by some churches. This in itself demonstrates the demand for its programming, not only in Dublin but also across Ireland. Nevertheless, UCB written to the United Kingdom Radio Authority pointing out that these re-transmissions are being done without its consent. Please see letters in Appendix C.

The programmes which UCB prepares especially for *Inspire FM* will also be of value for its satellite broadcasts throughout Europe.

**(ii) Evidence of Support**

**Existing audience:** UCB has been broadcasting on satellite since 1993 with *UCB Inspirational* being the latest service on Sky Digital 951. UCB already has an established listenership in Ireland. The following are extracts from letters whose writers are from the 55+ demograph:



*“Among the extensive range of popular licensed radio stations in Ireland there must surely be room for a station with a Christian content to bring a balance to the situation, especially since it has such broad support. The expressed wishes of the people on this occasion should be heard.”* Morgan B. McStay, BSc.Ceng. MIMechE. MRAeS.

*“The granting of such a license would help to address the imbalance of what is currently being broadcasted on our public airwaves. In a pluralistic society surely the interests and preference of a sizeable portion of the listening public should be catered for.”* Laurence Hill, Managing Director, Hill Agencies Ltd.

**Mailing list:** this is at present approximately 9,000 in Ireland, and growing.

**Representatives:** UCB has representatives and church contacts in Dublin as well as throughout the country. These volunteers regularly give UCB feedback on its programming, as well as speaking for UCB at conferences, exhibitions and church meetings.

**Irish Offices:** Such has been the support UCB has received from the people of Ireland that it has established in Belfast and Dublin its only offices outside Stoke on Trent.

**Petition:** UCB has been seeking licences in Ireland over many years, and in this process has built up much support. It has raised a petition of over 26,000 signatures which was presented to Mr Bertie Ahern.

The motion passed in the Northern Ireland Assembly, mentioned below, has received the support of the Oireachtas - the original motion proposal document was signed by 28 members across all parties and including two MEP's.

**Northern Ireland Assembly:** In Northern Ireland UCB has the support of over 95% of the Assembly for its particular style of religious programming. (See Hansard Report dated 13 June 2000). The motion, which had the unanimous approval of the Assembly, called upon the *“appropriate broadcast licensing authorities to facilitate UCB in their use of unused AM frequencies”*.

**Church Support:** UCB has letters of support from over 70 Church leaders throughout Ireland, including Archbishop Eames, Primate of the Church of Ireland, and Bishop Brendan Commisky, Bishop of Ferns. Our Council of Reference has names of 34 church leaders countrywide. The following are extracts of some letters received from church leaders:

*“Whereas UCB is based in England, it is striking to me that their broadcasts have generated much response in Ireland and that they are seeking to be relevant to the needs of Irish churches and fellowship groups.”* Rev. John Faris, Presbyterian Church, Cork.



*"I feel that Christian programmes would be most beneficial to the community as a whole...I wholeheartedly support the above and look forward to its allocation."* Fr. Donald MacDonald, PP. New Ross.

*"I and many of the people I know in Co. Offaly certainly believe there is a gap in this type of broadcasting round the clock ... before a secular society persuades them that materialism is all that matters."* John Chinnery, Irish Mission, Tullamore.

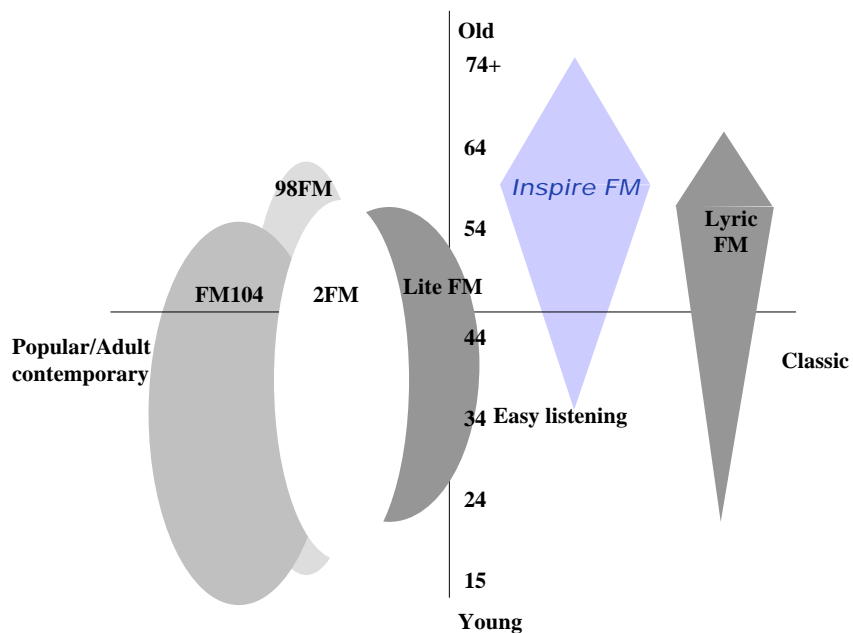
*"Acknowledging the power of Radio Communication to influence the minds of young and old, and since we are living in an age when standards of integrity and morality are continually under attack, it is good to have programmes on the air that give encouragement and hope. UCB do just that."* Rev. Maynard Cathcart, Waterside & Fahan Presbyterian Churches.

*"As a Christian Minister I think that the contribution of UCB to our nation would be of extreme importance, coming as they do from an interdenominational background they are very acceptable to us right across the denominational spectrum... this can only be of benefit to the nation as a whole..."* Rev. Graeme Wylie, Galway

**(c) Anticipated Performance of Service**

**(i) Target Audience**

The target audience for *Inspire FM* will be Christian adults aged 55 and upwards. This audience is represented on the following chart which shows the approximate market position and share of the existing 24 hour music radio stations:





**(ii) Size and Nature of the Market**

It will be seen from the Market Analysis at (a) above that there is a huge unserved market in the upper age group of the population of Dublin. Not only that, but for many of the retired population, who are carers and voluntary workers in the community, there is little to encourage and no spiritually uplifting music whatsoever. The size of the target audience can be derived from Census figures and is as follows:

Total population of Dublin County:	1,110,000
of which adults (15+)	900,000
Christians (95%)	855,000
Target audience (55+)(20% of population)	170,000

**(iii) Projections for listenership ratings over first three years**

It is anticipated that the station will achieve the following cumulative audience in the first three years of broadcasting:

Timescale	%	N <sup>o</sup> s
End of Year One	10	17,000
End of Year Two	15	25,500
End of Year Three	20	34,000

**(iv) Advertising revenue**

There will be no advertising revenue generated by the service.

**(v) Impact of proposed service on existing services.**

The impact of *Inspire FM* on existing services is expected to be slight. *Inspire FM* will seek to complement and not compete with others in the marketplace, especially music stations in the independent sector, who are all targeting a different part of the radio market. As *Inspire FM* will not be advertising, there should be no adverse effect on the financial viability of existing radio stations.



**(d) Strategies for Achieving Proposed Listenership and Revenue Targets**

**(i) Channels of Distribution**

Since we have already established a network of representatives and contacts in Dublin, our primary goal will be to expand this network. Apart from establishing contact with every church, we will also reach into the voluntary organisations, such as Focus Ireland, World Vision and Combat Poverty, as well as hospitals, prisons and so on.

The whole foundation of UCB has been successfully built on such contacts and whereas this is not the normal way of establishing a business, again it is indicative of the amount of support that UCB generates that it has proved more than satisfactory at present. However, representation will and must be increased, and this will be done through our monthly newsletters to our mailing list and also through our daily devotional 'The Word For Today' which is read by approximately 50,000 people in Ireland.

**(ii) Sales methods, rates etc**

These are not applicable to a non-commercial organisation.

**(iii) Promotion and marketing of the Station**

*UCB Representatives* are volunteers who attend conferences, exhibitions, church meetings etc, and speak about UCB wherever possible. *Church Contacts*, as the name indicates, are volunteers who are responsible in their church only, and would call upon a Representative should that church want someone to speak at a meeting. The Church Contact would also distribute leaflets on conferences organised by UCB and forward names of anyone wishing to join the mailing list. UCB has already held three conferences in Republic of Ireland and Northern Ireland, over the last few years with another two planned for 2001.

Promotion will, however, also be done in a more conventional way – ie through advertising in relevant magazines, (including church and social publications); through flyers and car stickers; press releases and a poster campaign; and mailshots to voluntary organisations.



## SECTION 7

### FINANCIAL AND BUSINESS PLAN

#### UNITED CHRISTIAN BROADCASTERS LIMITED FINANCIAL PROJECTIONS THREE YEARS ENDED 31 DECEMBER 2003

##### Projections

The following projections for the three years ended 31 December 2003 are attached:

- ❖ Funding from UCB:
  - ❖ Profit and loss account: Ireland
  - ❖ Capital expenditure: Ireland
- ❖ Balance sheet: UK and Ireland
- ❖ Cash flow: UK and Ireland

##### Overall financial strategy and details of funding

UCB is a charity registered in England with a well established financial record. Since 1999 income has been in the region of £UK4 million and is projected to increase to £UK4.8 million by 2003.

During 2001-2003 projected income and operational expenditure in Ireland will account for approximately 2.7 % of total income and 3.5% of total expenditure. The proposed Ireland activity, while receiving substantial funding from the UK, does not therefore have a major long term impact on UCB's total finances.

To put this further in perspective, UCB voluntarily contributes approximately 10% of its total income to support Christian broadcasting initiatives outside the UK and Ireland.

UCB's financial track record is further illustrated by the inclusion of the following comparative figures in the attached financial projections:

- ❖ 1999 (audited): these have been re-analysed to show UCB's broadcasting activity more clearly for the purposes of this appendix.
- ❖ 2000 (draft).

UCB has an overdraft facility of £UK350,000 secured on freehold land and buildings at Stoke-on-Trent with an estimated value of £UK2 million. The overdraft was taken out to finance the completion of broadcasting facilities at Stoke-on-Trent and is projected to be cleared by 2003.



Ireland funding will be provided from UCB's UK working capital as follows:

	£UK
Ireland: 2001	
<b>Projected loss</b>	<b>41,000</b>
<b>Projected capital expenditure</b>	<b>79,000</b>
	<b>120,000</b>
Ireland: 2002	
<b>Projected loss</b>	<b>37,000</b>
<b>Projected capital expenditure</b>	<b>4,000</b>
	<b>41,000</b>
Ireland: 2003	
<b>Projected loss/(profit)</b>	<b>(3,000)</b>
<b>Projected capital expenditure</b>	<b>4,000</b>
	<b>1,000</b>
<b>Ireland: Total funding 2001 - 2003</b>	<b>162,000</b>

The above figures indicate that Ireland activity will effectively be self funding by 2003.

#### Ireland Income - key assumptions

- ❖ UCB holds a database of 9,000 supporters in the Ireland and received total donations from them of £UK55,000 in 2000. This equals just over £UK6 per supporter per year, which is substantially less than the UK average. Assuming that broadcasting commences during the beginning of Q3 2001 it is reasonable to assume that the number of supporters and average donation per supporter will significantly increase. While this is difficult to quantify exactly it is prudent to assume that given sufficient marketing donations will increase by 50% in 2001, 45% in 2002 and 40% in 2003.
- ❖ For the purposes of this appendix no account has been taken of the possibility of UCB recovering tax on Ireland donations.
- ❖ It is again emphasised that given the assumed levels of growth, Ireland donations will only account for 2.7% of UCB's total income.





#### Ireland Expenditure - key assumptions

- ❖ Capital expenditure will commence during Q2 2001. This will consist of: transmission equipment £UK45,000, studio £UK30,000 = £UK75,000.
- ❖ Operational expenditure will be phased in during Q2-Q3 2001. Broadcasting costs will consist of: site rental £UK23,000 + technical £UK10,000 = £UK33,000 per year = £UK16,000 during Q3-Q4 2001. Further costs are listed in the attached projections.
- ❖ No income is derived from advertising. An IRTC levy of 3% of Ireland donations has been included in expenditure.
- ❖ VAT: UCB is registered for VAT in Ireland. For the purposes of this appendix it is assumed that broadcasting in Ireland will be deemed a separate activity to UK operations for VAT purposes and will not qualify as a trading activity. All applicable Ireland costs therefore include VAT at 21%.

#### General assumptions

- ❖ General rate of inflation = 3.5%(UK), 6.0% (Ireland)
- ❖ Bank interest receivable = 3.0%
- ❖ Bank interest payable = base rate 6.00% (January 2001) + 1.75% = 7.75%
- ❖ Exchange rate fluctuations between the £UK and £IR are ignored.
- ❖ Cash flow: No significant intra-quarter cash flow fluctuations are expected. To allow for any exceptional fluctuations £UK50,000 has been added to expenditure in Q1 2001 and deducted from Q4 2003. This is a high allowance for a worst case scenario fluctuation within each quarter.
- ❖ It is likely that there will be a significant increase in tax claimed on UK donations due to recently introduced UK charitable tax rules. This has been ignored for the purposes of the attached projections.

#### Notes:

- ❖ UCB is registered for VAT in the UK, accounted for monthly.
- ❖ UCB is not liable to UK Corporation Tax.
- ❖ The bank balances given by the projected cash flow are after deduction of un-presented cheques at the end of each period.



## SECTION 8

### TRANSMISSION PROPOSALS 106.8MHZ

- (i) Three Rock County Dublin. National grid co-ordinates are E317769, N223347. 442 metres ASL.
- (ii) Centred at 20 metres AGL.
- (iii) **Variations from assigned transmission characteristics:**

The antenna template with the 11dB restriction at 90° is difficult to achieve in practice without considerable knock on degradation at other angles of azimuth. Consequently the radiation pattern is significantly degraded from 30° through to 340°. The Westerly reduction in performance is due to the symmetric transmission pattern response. It is desirable to minimise this Westerly reduction as blocking and desensitising due to the Tallaght Community Radio signal on 107.2mHz will further reduce the penetration of the 106.8mHz signal in the Tallaght area. If the 90° restriction can be relaxed to permit an ERP of 24dBW at 90° then the performance of the antenna system at other angles of azimuth will be greatly improved. See Appendix E
- (iv) The tower is an Eve 60 metres high Type 5 Cellular Radio Tower on a bearing of 340° ETN. There is a secure concrete block building with an automatic start standby generator and a Transmission plant room 11.5m x 8.0m which is fitted with cable tray and mechanical ventilation plant. The radio stations 98FM, Lite FM and Anna Livia FM currently transmit from this site. There is a link repeater station between TV3 and RTE on the site. In addition Esat, Digifone and Meteor use the facility for their SDH and local access network. There are ISDN and landline telephone facilities available on the site.
- (v) See Appendix F (coverage maps)
- (vi) The ERP total is 33dBw max, Horizontal 30dBw & Vertical 30dBw. The antenna system that is proposed by BTS of Dublin and the radiation pattern are shown in Appendices E and G.
- (vii) The capital cost of providing transmission equipment, etc is £IR45,410, with an annual cost of £IR32,800. See Appendix H
- (viii) It is proposed to contract Broadcast Technical Solutions of Dublin to install, maintain and monitor all the transmission equipment. See Appendix H.
- (ix) The site has full and permanent planning permission for multi-user Transmission operation reference: 91A/1206 Dun Laoghaire Rathdown Council.



## SECTION 9

### STUDIOS AND OPERATIONS

(a) Site

UCB is situated on the outskirts of the Stoke on Trent conurbation, adjacent to the small village of Hanchurch and within a quarter of a mile from Junction 15 of the M6 motorway. The buildings on the site are purpose built, Phase 1 being built in 1995 and Phase 2 in 1997. The studios are situated on the first floor of the Phase 1 building along one side of the adjacent broadcast administration offices, with other general administration offices being situated in the Phase 2 building. The two buildings are linked and the opportunity taken to provide full access to all within phase 2, with a level access route from Phase 2 into the Phase 1 building. Postal rooms, reception area, dining facilities etc are all situated at ground level. (See enclosed plans in Appendix I)

(b) Security

The building has an extensive security system in place with the whole of the outside area being covered with infrared Close Circuit television cameras and night time lighting. The first floor studios are separated from the public reception area by a magnetically locked door and visible supervision, with an electronic switching override.

(c) Areas

News Room	3.050 square metres
Studio One	12.600 square metres
Studio Two	14.530 square metres
Studio Three	16.838 square metres
Studio Four	13.687 square metres
Studio Five	13.674 square metres
Studio Six	12.152 square metres
Studio Seven	7.634 square metres
Live Room	12.088 square metres
Broadcast Administration	243.000 square metres
Administration	140.000 square metres
Technical	19.750 square metres



(d) Acoustic Treatment

The studios are separated by acoustic walls lined with Rockwool slabs, which are covered with a felt-type lining material. Floors are a separate sound isolated construction built over the structural floor and carpeted. Ceilings are plasterboarded. Each studio has vision panels allowing observation to and from the administration area, and between studios. These vision panels consist of two layers of double-glazed units, with a third glass sheet in the middle of the void. The inner double-glazed unit slopes to reflect sound down to the carpet. Doorways have two solid timber fire doors, with sound seals to all jambs and floor.

(e) Heating and Ventilation

Heating is provided by radiators fed by a gas fired thermo compact boiler. The studios and broadcast areas are cooled by air-conditioning units in the roof void, with sound attenuation units in the studios.

(f) Lighting

Lighting is low energy, high frequency fluorescent throughout, these being fed by a UPS supply where appropriate. All escape routes, both internally and externally, have emergency lighting to BS5266.

(g) Fire Detection

There is a mains powered smoke detection and alarm system with back-up batteries to BS5839. The fire alarm master panel is sited in reception in accordance with the requirements of the Fire and Rescue Service. The studios are fitted with both audible and visual alarms.

(h) Power Distribution

The buildings have three phase power supplies, with a 15kVa UPS backup unit to studios and essential requirements.

(i) Disabled Access

On completion of Phase 2, access for all was provided, including a lift to serve the first floor. A link was provided through to Phase 1, making both buildings accessible to all. There is a special ramp available for wheel chair access to the building.

(j) Sound Processing

Sound processing will be by Inovonics model 250 stereo units.

(k) Audio Feeds

The audio feed from England to Dublin will be via digital Satellite feeds.



(l) FM Transmission

The FM transmission, installation, maintenance and signal monitoring will be provided by BTS Ltd of Dublin. Please see Appendices E,F,G and H for further details.

(m) Dublin Studio complex

We have located and evaluated two potential sites within Dublin City area and are continuing to investigate other premises.

Studios will be of similar specification to those at the Stoke-on-Trent site, offering news, digital editing, production and “on air” facilities. Full disabled access will be provided as per current EU requirements.

Heating will be provided by Gas central heating. A ventilation system will be provided to meet required low noise levels in open microphone areas.

Backup power supply will be provided by an adequate UPS system.

Transmission link will be via ISDN 2E Codex stereo units, with option to link back to Stoke-on-Trent or via opt-out unit at the transmitter site.

The links will be protected with audio limiter Inovonics 250 and Omnia - Digital Audio Processor.

(n) Studio Equipment

Studio 1

Soundcraft Delta	Desk	
Denon	Cassette Deck	DN790R
SPL	Enhancer	
Roland	Noise Filter	550
Sony	Effects Unit	V77
Otari	Reel-to-Reel Tape	MX5050
Sony	DAT	60ES
Panasonic	VCR	HS900
Denon	Compact Disk x 2	DN630
Denon	Mini disc x 3	DN1050
HHB	CD writer	CDR 800
Wilslow	speakers	
ENCO	DAD System	
Rode	Microphone	NT2
Beyer	Headphones x 2	
Drawmer	Compressor	DL251

Studio 2

As Studio 1,



plus Thorens	Turntable	
less Otari	Reel-to-Reel Tape	MX5050
Studio 3, 4 and 6		
Soundcraft	Desk	SAC200
Denon	Mini disc x 2	DN991
Denon	Compact disk x 2	DN961
Denon	Mini disc	DN1050
Tascam	Cassette deck	112R
Toshiba	VCR	V700B
Rode	Microphone	NT2
Sony	DAT	DTC60
Sennheiser	Microphones x 3	441
Beyer	Headphones x 3	DT150
ENCO	Dad system	
Wilmslow	Speakers	
TV for teletext	(except Studio 6)	
Audix	Automatic Phone system	
Studio 6 only		
Panasonic	VCR	HS900
Studio 5		
Yamaha	Desk 01R	
Denon	Mini disc x 2	DN1050R
Denon	Compact disk x 2	DNC690
Denon	Speakers x2	
ENCO	DAD system	
Studio 7a		
Yamaha	Desk	02R
Denon	Mini disc x 2	DN990R
Denon	Compact disk x 2	DNC680
Denon	Mini disc	DN1050R
Pioneer	DAT	D901
Denon	Cassette deck	D790R
Panasonic	VCR	HS900
Roland	Sampler	
Roland	Effects Unit	S760
DACS	4 Plex Storage System	
Wilmslow	Speakers x 2	
Beyer	Headphones x 3	
Roland	Keyboard	



ENCO	DAD System	
Studio 7b		
Inter M	Mixer	MX642
Denon	Cassette deck	DNC680
Denon	Mini Disc	DN990R
Drawmer	Compressor	DL251
ENCO	DAD System	
Studio 8		
Inter M	Mixer	MX642
Denon	Cassette deck	DNC680
Denon	Mini Disc	DN1050R
Drawmer	Compressor	DL251
ENCO	DAD System	
Marantz	Cassette Deck	CP230
News Studio		
Nicral	ISDN	128T
Prima	ISDN	120
Soundcraft	Desk	Spirit
Denon	Mini disc x 2	DN1050R
Chilton	Phone (Hybrid)	
Radio clock		
Beyer	Headphones	DT150
Dublin Studio (Proposed)		
1 x On Air Studio	5m x 3m	
1 x Back-up On Air Studio, also for production and pre-recording		
1 x Production Studio		
Newsroom and recording booth		
Marketing and Promotions office		
Post room		
Office and reception area		



## SECTION 10

### PROPOSED COMMENCEMENT OF BROADCASTING

**(a) Readiness Date**

Five months from the granting of the award of the contract

**(b) Critical Path Analysis**

Activity	Start Date	Duration
	After award	
Prepare marketing plan and materials	1 week	1 month
Negotiate and agree transmission contract	1 week	1 week
Order transmission equipment	2 weeks	1 day
Establish Dublin Studio	2 weeks	2 Months
Appoint Dublin Operations Manager	1 month	1 day
Launch marketing and promotion	6 weeks	Beyond launch date
Install transmission equipment	6weeks	2 weeks
FM signal tests	8 weeks	6 weeks
Local Studio Tests	10 weeks	4 weeks
Transmission site and local studio ready	14 weeks	
Local content production	14 weeks	6weeks
On air launch	20 weeks	





## LETTERS OF SUPPORT

*“On hearing that UCB were applying for a broadcasting licence, I want to add my support to that application. I feel we have a great need to hear Christian values, witness and music as an alternative to much of what is being broadcast at the moment. I would certainly listen on a regular basis.”*  
Veronica Cabinteely

*I, the undersigned, state that I am willing to support the application of the United Christian Broadcasters for a national licence to broadcast the Christian message of love and reconciliation in and from Ireland.*

Most Rev Brendan Comiskey  
Bishop of Ferns

*“Teen Challenge is a Drug Rehabilitation Programme and we deal with many people and their families whose lives have been destroyed by drugs. We have found UCB to have an extremely positive effect on their lives. The content of the programmes, the music and the debates have been a tremendous source of encouragement to many. We are very much in favour of them receiving a licence and would ask that you look kindly upon their request”*  
Alan Sweetman, National Director, Teen Challenge, Ireland

*‘UCB’s broadcasts have been a great source of peace, teaching and enjoyment to us as a family...With so much suicide and other problems besetting our society in Ireland I believe we need to put more stations like UCB on the air and not less. There is no other station that we can hear this kind...of music played...Previous to listening to UCB, we had not been interested in listening to the radio at all’*  
Tom and Hilda and family, County Wexford

*“My family and I all listen to UCB and not only enjoy the music but the talks encourage us to lead positive lives. I especially miss the station when I am Driving.”*  
John, Co. Monaghan

*“I am writing to add my support to the application of United Christian Broadcasters (UCB) for a broadcast licence in the Republic of Ireland. Beside my work with Clannad I am privileged to have just received a nomination for a Grammy Music Award for my latest solo Christian album, **Whisper to the Wild Water** which has been played extensively by UCB in its current broadcastable territories...I am disappointed that, at present, this music and that of many other Irish Christian artists do not enjoy the same exposure as they do abroad and feel that granting UCB a licence would only enhance the rich cultural and spiritual heritage for which Ireland is known”*  
Maire Brennan, Recording Artist, Singer and Songwriter, Dun Laoghaire



*“This is an interdenominational organisation representing a very broad and significant spectrum of religious understanding in our country. The high moral tone, quality and integrity of all their output is a service, which would be appreciated and could only be of benefit to our population as a whole. Having listened to UCB transmissions from the United Kingdom over a considerable period of time I have no hesitation in supporting their present application and in urging the relevant authority to seriously consider and grant the requested licence.”*

Eric C Davis, Bible Studies Institute

*“I have also recently acquired a Sky Digital Satellite and we are really blessed by the UCB radio broadcasts – especially UCB Inspirational. I pray that soon I can receive these programmes on my car radio too, as I spend most of the day out of home.”*

Dr E Equare, Lucan, Co Dublin

*“As part of my work as a Lay Pastor, I visit many elderly people in hospitals, nursing homes, sheltered housing and in their own homes and quite a proportion of them are shut-in and unable to be out and about unless called for by family or friends. Their life-line is the radio and it would be such a thrill and benefit to them if they could receive the UCB programmes on their ordinary radios...they cannot participate in public worship and, in many cases, their only spiritual input is from radio or television. I strongly support this application.”*

Betty, Dun Laoghaire

*“I am writing to you and your office in support of the Christian radio station, United Christian Broadcasters.*

*The genuine heritage of Ireland is Christianity which was spread by people like St Patrick. It is surely in our universal interest to make available licensed re-broadcasting frequencies so that the spiritual descendants of Irish Christianity can have the ‘freedom of expression’ to rediscover their heritage, 2000 years after the birth of Christ.*

*I would like it known that I am in full support of this application.”*

Robin Eames, Archbishop of Armagh and Primate of All Ireland.

In letter to ODTR

*“UCB has raised my profile significantly as an artist both nationally and internationally. I have no doubt their broadcasts could do the same for other Irish musicians. In the United Kingdom 3 of my albums are in the Kingsway top 10. “Sanctuary” is N<sup>o</sup>1, “Mandate” is N<sup>o</sup>7 and I think “Days of Elijah” is N<sup>o</sup>9. In the USA, “Revival in Belfast” has been on the top selling worship albums for a year.”*

Robin Mark, Musician and Songwriter

*The main broadcaster in this field is United Christian Broadcasters...It is high time that they were allowed to apply for (a national licence)...UCB put out some really good music...with gospel readings in-between. But it is good, easy listening. And anything which promotes Christian values, in my view, should be supported.”*

Janet Anderson MP, United Kingdom Minister for Broadcasting



*"I feel I should sent £1R20.00 for all the joy I get from listening to UCB. It changes my life although I am an Evangelical Roman Catholic and proud to be one. It must be doing huge good in this pagan culture of ours.  
Mary, Monkstown, County Dublin*

*"I live with, and provide full-time care for my parents...both of whom are incapacitated due to old age and chronic illness. UCB's broadcasts...have made such a positive impact on each of our lives. It has proved to be a tremendous source of daily encouragement, inspiration and fellowship. Currently, almost every genre of music is catered for... to exclusion of Christian music...It would mean so very much to have this choice made available to us."  
Heather, Walkinstown, Co. Dublin*



## **APPENDICES**

<b>Appendix A</b>	<b>Certificate of Incorporation</b>
<b>Appendix E</b>	<b>Antenna System</b>
<b>Appendix F</b>	<b>Coverage Maps</b>
<b>Appendix G</b>	<b>Antenna Radiation Pattern</b>
<b>Appendix H</b>	<b>Transmission Costs</b>



## APPENDIX A

### Certificate of Incorporation



## CERTIFICATE OF INCORPORATION OF A PRIVATE LIMITED COMPANY

No. 2182533

I hereby certify that

UNITED CHRISTIAN BROADCASTERS LIMITED

is this day incorporated under the Companies Act 1985  
as a private company and that the Company is limited.

Given under my hand at the Companies Registration Office,  
Cardiff the 23 OCTOBER 1987

*D. G. Blackstock*

D. G. BLACKSTOCK  
an authorised officer



## APPENDIX E

### Antenna System

The antenna will be a Jampro three tier JLPC circular polarised antenna fitted with parasitic reflectors to achieve the radiation pattern envelope template. Jampro Incorporated will pattern tune this antenna on their test-range in California using a partial replica of the Rock Solid Transmission tower. In addition to the restriction of 19dBW at 90°, Jampro will test and pattern tune the antenna for 27dBW, 24dBW and 21dBW at 90° in anticipation of a relaxation in the 90° restriction being successfully co-ordinated with the spectrum management agencies in Ireland and the United Kingdom.

Each antenna tier will be individually fed from the power divider in the transmission building. This will facilitate antenna and tower maintenance and will enable emergency operation into the split tiers should there be an issue with the individual antenna elements or feeders.

The antenna will be side mounted on the 220<sup>0</sup> ETN tower leg at a mid height of 20 metres above ground level on a True North heading.

The antenna will be compliant with the ODTR regulations (T&RT 95/10) regarding Vertically Radiated Power, as the vertical aperture is 2.5 wavelengths.

*"...please consider granting a Broadcast Licence to United Christian Broadcasters here in the Republic. I know quite a large number of elderly people in particular who would greatly appreciate such a Christian voice in Ireland. It is surely needed much to bring 'Good News' to our nation"*  
Wesley Pierpoint, Santry



## APPENDIX F

### Coverage Maps

(i) **Three Rock 106.8MHz anticipated signal strength at a reference height of 10 metres above ground level, vertical receive antenna.**

This anticipated coverage map was generated using a digital terrain database of grid step 500m. The prediction model used considered free space path loss (Fresnel method), multiple knife edge diffraction losses (Deygout 1994) and 0.8 Fresnel Zone Fraction fine integration sub path occupancy. Clutter heights and losses were not applied. The field strength was predicted for a vertical polarised receiver antenna at a height of 10m from ground level. The coloured field strength contours shown ( $\geq 54$  dB $\mu$ V/m,  $\geq 60$  dB $\mu$ V/m and  $\geq 66$  dB $\mu$ V/m) are the median values predicted for 50% time availability and 50% of locations in the short sector.

(ii) **Three Rock 106.8MHz anticipated stereo coverage.**

This anticipated stereo coverage map was generated using a digital terrain database of grid step 500m. The prediction model used considered free space path loss (Fresnel method), multiple knife edge diffraction losses (Deygout 1994) and 0.8 Fresnel Zone Fraction fine integration sub path occupancy. Based on the BTS knowledge of the greater Dublin area, attenuation has been applied to account for global clutter loss, 5dB local/12dB urban and the receiver antenna in the computer model has been reduced to 1.5m above ground. The coloured field strength contours shown are the median values predicted for 50% time availability and 50% of locations in the short sector for stereo quality signals in rural and urban locations at the operating frequency of 106.8Hz. The base useable signal level contour used in the prediction model of 54dB $\mu$ V/m or – 63dBm is in practice a conservative figure and most mid price range radio receivers will perform satisfactorily up to just outside the fringe contour areas.

(iii) **Three Rock 106.8MHz anticipated mono coverage.**

This anticipated mono coverage map was generated using a digital terrain database of grid step 500m. The prediction model used considered free space path loss (Fresnel method), multiple knife edge diffraction losses (Deygout 1994) and 0.8 Fresnel Zone Fraction fine integration sub path occupancy. Based on the BTS knowledge of the greater Dublin area, attenuation has been applied to account for global clutter loss, 5dB local/12dB urban and the receiver antenna in the computer model has been reduced to 1.5m above ground. The coloured field strength contours shown are the median values predicted for 50% time availability and 50% of locations in the short sector for mono quality signals in rural and urban locations at the operating frequency of 106.8Hz. The base useable signal level contour used in the prediction model of 48dB $\mu$ V/m or – 69dBm is in practice a conservative figure and most mid price range radio receivers will perform satisfactorily up to just outside the fringe contour areas.



## APPENDIX G

### Antenna Radiation Pattern

**Maximum Indicative ERP (dBW):**

0° V- 30.00 H- 30.00	60° V- 22.00 H- 22.00	120° V- 21.00 H- 21.00	180° V- 24.00 H- 24.00	240° V- 23.00 H- 23.00	300° V- 24.00 H- 24.00
10° V- 30.00 H- 30.00	70° V- 21.00 H- 21.00	130° V- 23.00 H- 23.00	190° V- 25.00 H- 25.00	250° V- 22.00 H- 22.00	310° V- 25.00 H- 25.00
20° V- 30.00 H- 30.00	80° V- 20.00 H- 20.00	140° V- 23.00 H- 23.00	200° V- 25.00 H- 25.00	260° V- 21.00 H- 21.00	320° V- 27.00 H- 27.00
30° V- 29.00 H- 29.00	90° V- 19.00 H- 19.00	150° V- 23.00 H- 23.00	210° V- 25.00 H- 25.00	270° V- 21.00 H- 21.00	330° V- 28.00 H- 28.00
40° V- 26.00 H- 26.00	100° V- 20.00 H- 20.00	160° V- 23.00 H- 23.00	220° V- 25.00 H- 25.00	280° V- 22.00 H- 22.00	340° V- 30.00 H- 30.00
50° V- 24.00 H- 24.00	110° V- 20.00 H- 20.00	170° V- 23.00 H- 23.00	230° V- 24.00 H- 24.00	290° V- 23.00 H- 23.00	350° V- 30.00 H- 30.00





## APPENDIX H

### Transmission Costs

<b>Three Rock Capital costs</b>	
<b>Description</b>	<b>£IR</b>
Jampro directional FM Antenna	7,350
FM Feeder cable	1,400
FM Three way power splitter	280
Triple cavity narrow bandpass filter	2,650
Dummy load	Not Applicable, provided on site and included in annual fee
1kWatt FM transmitter	7,500
FM exciter	2,200
Backup 250W transmitter	1,990
RDS Encoder	770
Calibrated Directional coupler	800
Satellite Equipment	Not included in this, UCB to supply
ISDN Codec	1,995
Remote control program switcher – Satellite/ISDN	1,200
Omnia - Digital Audio processor	9,500
Grounding straps, ties etc	375
Installation of all equipment	4,600
Air-conditioning	Not Applicable, provided on site and included in annual fee
Standby power supply equipment	Not Applicable, provided on site and included in annual fee
Building	Not Applicable, provided on site and included in annual fee
Tower	Not Applicable, provided on site and included in annual fee
<b>Total Capital Cost</b>	<b>45,410</b>

#### Annual costs:

	£IR
Antenna, tower, satellite dish space & plant room fee	23,000
Electricity	included in annual fee
Air-conditioning	included in annual fee
Standby power	included in annual fee

Annual Broadcast Technical Solutions fee to maintain and monitor all the transmission equipment on Three Rock and the studio to transmitter link equipment **£IR9,800**



UNITED CHRISTIAN BROADCASTERS LIMITED  
 PROJECTED CASH FLOW (£UK 000): UK & IRELAND  
 3 YEARS ENDED 31 DECEMBER 2003

	1999 (audited)	2000 (Draft)	2001 Q1	Q2	Q3
<b>Receipts</b>					
Profit & loss account (€)	4192	3966	965	1134	1143
Sale of fixed assets	8	150	0	0	0
	4200	4116	965	1134	1143
Bank interest receivab	0	0	0	0	0
<b>Total receipts</b>	<b>4200</b>	<b>4116</b>	<b>965</b>	<b>1134</b>	<b>1143</b>
<b>Payments</b>					
Profit & loss account (€)	4093	4019	986	1120	1126
less: depreciation	-212	-241	-46	-48	-48
Add: Capital expenditu	225	242	15	113	17
Add/(less) timing differences:					
Historical inc. moveme	-8	6	0	0	0
Worst case allowance	0	0	50	0	0
	4098	4026	1005	1185	1095
Bank interest payable	13	12	2	3	2
<b>Total payments</b>	<b>4111</b>	<b>4038</b>	<b>1007</b>	<b>1188</b>	<b>1097</b>
Cash & bank balances	-221	-132	-54	-96	-150
Receipts	4200	4116	965	1134	1143
Payments	-4111	-4038	-1007	-1188	-1097
Cash & bank balances	-132	-54	-96	-150	-104
<b>Capital expenditure analysis</b>					
<b>UK:</b>					
Equipment: connection costs: new satellite stations			0	10	0
Equipment: Database system replacement			0	13	0
Equipment: other			15	15	15
			15	38	15
<b>Ireland:</b>					
Transmission equipment			0	45	2
Studio			0	30	0
			0	75	2
<b>Total capital expenditure</b>			<b>15</b>	<b>113</b>	<b>17</b>
<b>Difference / logic check</b>					

Q4	Total	2002				Total
		Q1	Q2	Q3	Q4	
1003	4245	1025	1203	1203	1059	4490
0	0	0	0	0	0	0
1003	4245	1025	1203	1203	1059	4490
0	0	0	0	0	0	0
1003	4245	1025	1203	1203	1059	4490
1101	4333	1087	1149	1148	1126	4510
-48	-190	-49	-49	-49	-49	-196
17	162	16	16	16	16	64
0	0	0	0	0	0	0
0	50	0	0	0	0	0
1070	4355	1054	1116	1115	1093	4378
3	10	4	2	1	1	8
1073	4365	1058	1118	1116	1094	4386
-104	-54	-174	-207	-122	-35	-174
1003	4245	1025	1203	1203	1059	4490
-1073	-4365	-1058	-1118	-1116	-1094	-4386
-174	-174	-207	-122	-35	-70	-70
0	10	0	0	0	0	0
0	13	0	0	0	0	0
15	60	15	15	15	15	60
15	83	15	15	15	15	60
2	49	1	1	1	1	4
0	30	0	0	0	0	0
2	79	1	1	1	1	4
17	162	16	16	16	16	64
	-174					-70

2003

Q1	Q2	Q3	Q4	Total
1087	1274	1274	1122	4757
0	0	0	0	0
1087	1274	1274	1122	4757
0	0	1	2	3
1087	1274	1275	1124	4760
1122	1186	1185	1163	4656
-50	-50	-50	-50	-200
16	16	16	16	64
0	0	0	0	0
0	0	0	-50	-50
1088	1152	1151	1079	4470
1	0	0	0	1
1089	1152	1151	1079	4471
-70	-72	50	174	-70
1087	1274	1275	1124	4760
-1089	-1152	-1151	-1079	-4471
-72	50	174	219	219
0	0	0	0	0
0	0	0	0	0
15	15	15	15	60
15	15	15	15	60
1	1	1	1	4
0	0	0	0	0
1	1	1	1	4
16	16	16	16	64
				219

2001 Q2: UCB Talk setup costs (a)  
Est. cost per 18.9.00 I.M. email

2001 Q2 £45k: per fax 9.1.01 Ann  
2001 Q2 £30k: per fax 9.1.01 Ann

also: P&L £10k)

Haccius  
Haccius