

Birrer Alfons BAKOM

Von: Rolli Marianne BAKOM
Gesendet: Freitag, 31. Oktober 2008 10:46
An: Birrer Alfons BAKOM
Betreff: WG: ERADIO formal expression of interest AM/MW

-----Ursprüngliche Nachricht-----

Von: anthonyjamesjohnston@gmail.com [mailto:anthonyjamesjohnston@gmail.com] **Im Auftrag von**
Tony Johnston
Gesendet: Freitag, 31. Oktober 2008 08:23
An: Rolli Marianne BAKOM; Stöckli Karin BAKOM
Cc: tony@tonyjohnston.tv
Betreff: ERADIO formal expression of interest AM/MW

Zuerich, 31 October 2008

**ERADIO - English Radio Switzerland
FORMAL EXPRESSION OF INTEREST - AM/MW LICENCE**

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TO WHOM IT MAY CONCERN

ERADIO

is a new commercial English language radio station in Switzerland, that will focus on providing content in English for both Swiss and expatriate listeners. The programming and content mix will focus on a blend of music, news, interviews and entertainment in English.

ERADIO

will be based in Zuerich and will concentrate initially on broadcasting in German speaking Switzerland, with plans to expand into Ticino and Suisse Romande at a later stage. The broadcast technology will also include DAB and the internet, in order to provide various listening and quality options for our audience. As AM is a power intensive broadcast frequency, we have identified a low power/low cost option to create an effective transmission.

ERADIO was founded by Tony Johnston. Tony has 22 years of experience as a radio and TV moderator and producer in Australia. Tony also worked for 6 months with World Radio Switzerland - the English language radio station in Geneva. Observing that WRS does not satisfy the needs of English speaking listeners in Deutsch Schweiz, has been one of the inspirations for ERADIO. Tony will be joined by a talented group of English speaking broadcasters from the UK and USA who have been sourced in the Zuerich region.

The **ERADIO** team will partner with a larger Swiss media company, in order to benefit from their financial, marketing and administrative strengths. Negotiations are under way to finalise

this deal.

We look forward to working alongside BAKOM/OFCOM to meet your requirements in order to become legally compliant broadcasters on the AM/MW spectrum in 2009 and to become a great radio station on the AM frequency.

Sincerely

Tony Johnston
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