



BBC Radio Shropshire began broadcasting on St. George's Day ..... April 23rd ..... 1985.

It's quickly become part of the local scene, joining in Shropshire life as well as reflecting what's going on in its daily programmes.

Radio Shropshire is the county's first locally based news, information and entertainment service and, with staff in Shrewsbury, Telford and Bridgnorth as well as a network of studios in Wem, Oswestry, Market Drayton and Ludlow, it covers the whole county.

**NEWS** With 18 weekday bulletins from 6.30 am to 7 pm and with the immediacy of radio the station offers a full fast news service.

**TRAVEL** Regular reports from the AA and links with British Rail, the bus companies and the local authorities mean the station can give immediate advice to drivers and travellers as the problems arise and before the traffic jams start.

**WHATS ON** You can boost your event by having it featured in the station's Whats On Diary. Drop us a line with the details or fill in one of our special pre-printed forms which are available from our offices in Shrewsbury and Telford. Most programmes feature details of forthcoming events all over Shropshire.

**DEDICATIONS** If you want to make a special occasion a bit more of a big day send your greetings on the Radio Shropshire air waves. Write to us with the details or ring Shrewsbury 248321 between 9 am and noon or from 3.30 pm to 7 pm.

**FARMING** In one of Britain's most important agricultural areas the station provides an information service for farmers and all those interested in the agricultural scene. The daily Breakfast Show includes market prices reports at 6.50 am. "Farmgate" broadcast at 7.33 am on Saturday (repeated on Sunday at 1.30 pm) looks in detail at Shropshire farming.

For detailed tuning advice in the Shropshire area look on the other side of this sheet.

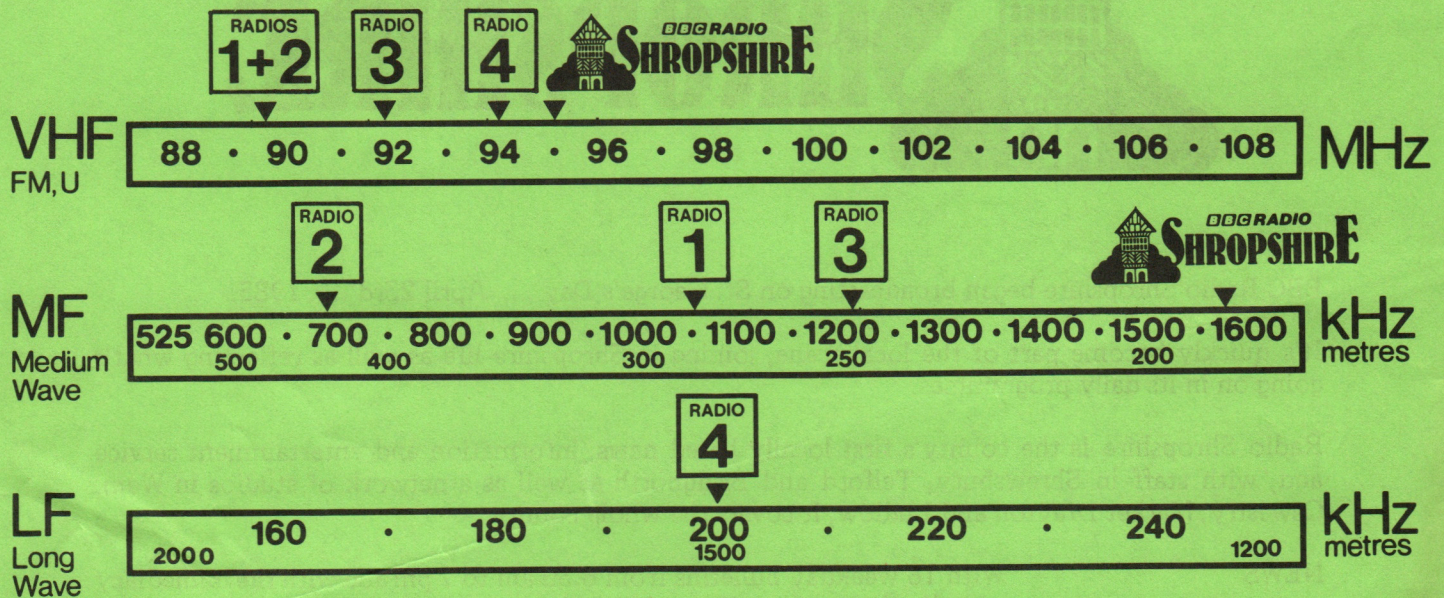
BBC Radio Shropshire, PO Box 397, Shrewsbury SY1 3TT.  
Telephone: Shrewsbury (0745) 248484 and for dedications and phone-ins 248321.

Also at Suite 1B Hazeldine House, Telford. Telephone: Telford 506626.

# BBC Tuning Guide

## for Radio in Ludlow

Get your radio in tune by using this BBC Tuning Guide. Compare these scales with the dial on your radio set and tune in to the position shown.



### Tuning on VHF

VHF gives the best quality of sound on radio - much crisper and clearer than medium or long wave!

Your set may use the letters 'FM' or 'U' to denote VHF and the numbers may not go all the way up to 108 - but they always start at 88. On a portable set the telescopic rod is the VHF aerial - make sure it is fully extended and angle it to give the best possible reception.

For the time being Radio 1 and Radio 2 have to share a single VHF channel but they will have separate channels within a few years.

### Tuning on Medium Wave

Your scale may be marked MF, M, MW or AM and the numbers may be shown as kilohertz (kHz) or as metres (m). This scale shows both sets of numbers so that you can use the ones that correspond to your set.

The medium-wave aerial is inside most portables - you may need to turn the set slightly to reduce interference.

### Tuning on Long Wave

The long-wave scale may be marked LF, L or LW. There is only one UK service on long wave - that is Radio 4 on 200 kHz or on 1500m - depending on the way the scale is marked. Long wave shares the medium-wave aerial inside the set so be prepared to angle the set for the best reception.

This guide recommends the best frequencies for your area but your radio will also be able to pick up programmes from more distant transmitters. After dark you may find that continental stations interfere with the recommended medium wave stations. VHF doesn't suffer from this form of interference so use VHF when you can.

### Digital Display

If your set has a digital display instead of a conventional tuning dial you need the exact frequencies in digital form as given here.

VHF	Radios 1 and 2	89.6 MHz	MF	Radio 2	693 kHz
	Radio 3	91.8 MHz		Radio 1	1053 kHz
	Radio 4	94.0 MHz		Radio 3	1215 kHz
	Radio Shropshire	95.0 MHz		Radio Shropshire	1584 kHz
			LF	Radio 4	200 kHz