



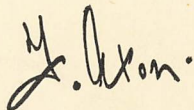
LONDON
CALLS
THE
WORLD

THE BRITISH BROADCASTING CORPORATION,
BUSH HOUSE, ALDWYCH,
LONDON, W.C.2

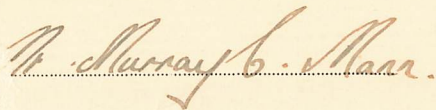
Thank you for your reception report. We are very sorry that we cannot actually verify that the reception of a BBC programme is direct transmission from this country as so many of our programmes are rebroadcast by transmitters of other organizations.

Your report has been noted with interest and we hope you will continue to enjoy good reception of our programmes.

With best wishes,



Senior Superintendent Engineer,
External Broadcasting



.....

.....

.....

**B
B
C**



THE BRITISH BROADCASTING CORPORATION
BUSH HOUSE
STRAND
LONDON W. C. 2

Thank you for your report upon the
reception of our transmissions which is in
accordance with our schedule.

I hope that you will continue to
enjoy our programmes.

Yours sincerely,

D. A. V. Will

Chief Engineer, External Broadcasting

JUDGES LIMITED · HASTINGS · ENGLAND



Carl Mann,
.....
5777 Ridgeview Drive SW,
.....
Cedar Rapids,
.....
IOWA 52404,
.....
U.S.A.
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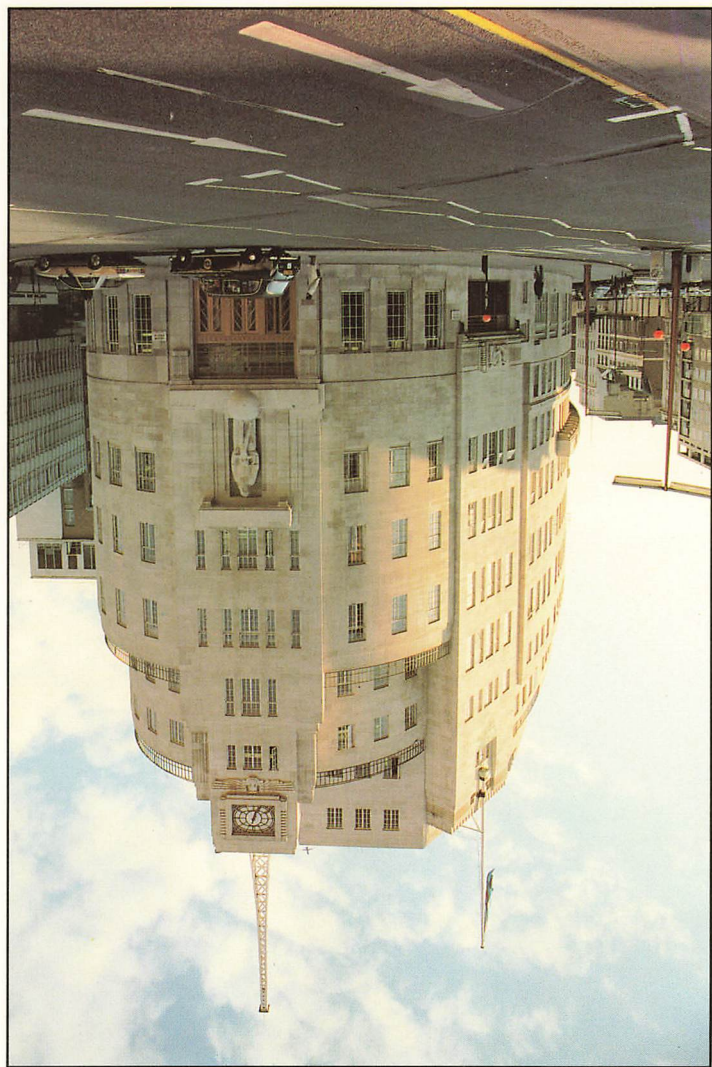


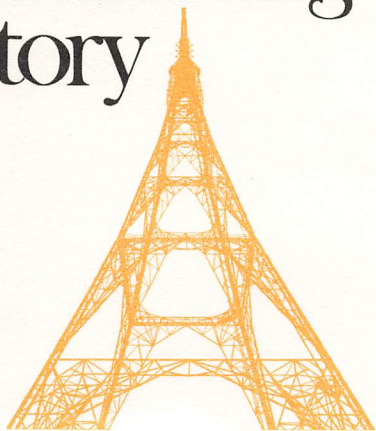


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Post Office First Day Cover

BBC & Broadcasting History



BBC AND BROADCASTING HISTORY

13 SEPTEMBER 1972

75TH ANNIVERSARY OF MARCONI/KEMP EXPERIMENTS

In 1895 Guglielmo Marconi a young Italian inventor, succeeded in getting electrically agitated waves to travel across space and in employing successions of such waves to convey intelligible messages. The following year he came to England and an extended series of experiments were carried out in conjunction with the Post Office. Early in May 1897 Marconi and George Kemp, his Post Office engineer assistant, carried out tests between Lavernock Point and Flatholm Island. On 18 May they were successful in sending radio transmissions between Lavernock Point and Bream Down, a distance of 9 miles across the Bristol Channel. From this small success, was to grow the vast network of radio and television communication which the world knows today.

BBC 50TH ANNIVERSARY

November 1972 sees the completion of 50 years of broadcasting, with today's BBC a far different institution from that at its

inception, but imbued with the same ideals of public service. Two colour television services, four radio networks, 20 local radio stations, a complex of Welsh language and regional broadcasting and an External Broadcasting system in 40 languages; these are what viewers and listeners, through their licence fees, have helped to give to Britain and the World.

THE STAMPS

3p features six of the microphones used by the BBC, from the start at Savoy Hill until the present day.

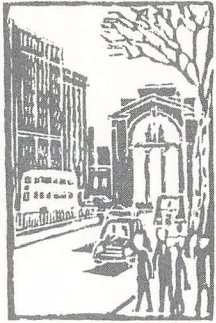
5p illustrates an early domestic swan neck loudspeaker, dating from the twenties.

7½p depicts one of the latest colour cameras.

9p shows two items from the transmitting equipment used by Marconi in his Bristol Channel experiments.

These stamps were designed by David Gentleman RDI and printed in photogravure by Harrison and Sons Ltd.

This first day cover was designed by Hamper + Pursell Ltd. Further details about British postage stamps and philatelic facilities can be obtained from the British Post Office Philatelic Bureau, 2-4 Waterloo Place, Edinburgh EH1 1AB.



BBC World Service in English can be heard around the globe and is trusted as no other international

broadcaster for its fairness and accuracy. While BBC journalists like to be first with the news, as they often are, they make sure the facts are right.

BBC World Service calls on a network of correspondents around the world to report on events as they happen and a wide range of experts to provide background and analysis.

But there is much more besides news and current affairs. BBC World Service in English is a complete broadcasting station, featuring business and finance, sport, pop, and classical music, science, agriculture, drama and much more.

Full details of BBC World Service programmes in English, and how to hear them anywhere in the world, are contained in the monthly magazine *London Calling*. For a free copy and subscription form, write to: BBC London Calling (Distribution), PO Box 76, Bush House, London WC2B 4PH, UK.

LISTENING ON SHORTWAVE

The BBC broadcasts to the world in English and 36 other languages. The World Service in English is on the air 24 hours a day and transmitted to each part of the world at peak listening times.

CHOICE OF SET

You need a radio which can receive short wave frequencies and which covers the appropriate waveband. A small portable set is fine, but batteries must be in good condition. Choose a radio with a broad tuning scale for easy station selection. Tuning scales may show either wavelengths in metres (m) or frequencies in kilohertz (kHz) and Megahertz (MHz), or both. Either can be used.

FREQUENCIES

Your radio should cover at least 49-16 metres short wave (6-17MHz) and, if you can receive World Service on medium wave, from 212-469 metres (1413-639kHz).

Reception of World Service on short wave can vary according to the time of day, season and location. The "best frequency" today can be useless tomorrow and vice-versa. But there is a pattern which you can establish for yourself through experience. Lower frequencies generally give best results early in the morning and late at night; higher ones in the middle of the day.

POSITIONING

Signals can be adversely affected by thick walls, steel-framed buildings and so on. Try placing your radio near a window, or stand it on a large metal object like a 'fridge or filing cabinet. See if reception is better in one part of a room than another.

AERIAL

Experiment with the length and direction of a telescopic whip aerial, or use an external aerial - a length of wire hung out of a window could do the trick. If the radio has an aerial connection, attach the wire to that. Or wind the wire round the whip aerial, experimenting with the size of the turns of wire.

*Wherever
you are*

**BBC
World Service**

in English

BBC WORLD SERVICE



Check the chart for the main frequencies for your area at the time you want to listen. The chart is divided into 4 time blocks of 6 hours.

Frequencies are not always available throughout the time period nor throughout the geographic area. There is space for you to insert your own local time.

TIME Local
GMT

	00.00–06.00	06.00–12.00	12.00–18.00
			18.00–24.00

Europe and North Africa	LF / MF 4 MHz / 75 m 6 MHz / 49 m 7 MHz / 41 m 9 MHz / 31 m 11 MHz / 25 m VHF	LF / MF 6 MHz / 49 m 7 MHz / 41 m 9 MHz / 31 m 11 MHz / 25 m 15 MHz / 19 m 17 MHz / 16 m VHF	LF / MF 6 MHz / 49 m 7 MHz / 41 m 9 MHz / 31 m 11 MHz / 25 m 15 MHz / 19 m 17 MHz / 16 m VHF	LF / MF 4 MHz / 75 m 6 MHz / 49 m 7 MHz / 41 m 9 MHz / 31 m 11 MHz / 25 m VHF
Rest of Africa	3 MHz / 90 m 6 MHz / 49 m 9 MHz / 31 m 11 MHz / 25 m 15 MHz / 19 m 17 MHz / 16 m 21 MHz / 13 m	6 MHz / 49 m 11 MHz / 25 m 15 MHz / 19 m 17 MHz / 16 m 21 MHz / 13 m	6 MHz / 49 m 11 MHz / 25 m 15 MHz / 19 m 17 MHz / 16 m 21 MHz / 13 m 26 MHz / 11 m	3 MHz / 90 m 6 MHz / 49 m 9 MHz / 31 m 15 MHz / 19 m 17 MHz / 16 m
Middle East	LF / MF 6 MHz / 49 m 9 MHz / 31 m 11 MHz / 25 m 15 MHz / 19 m	LF / MF 11 MHz / 25 m 15 MHz / 19 m 17 MHz / 16 m	LF / MF 15 MHz / 19 m 17 MHz / 16 m 26 MHz / 11 m	LF / MF 6 MHz / 49 m 11 MHz / 25 m 15 MHz / 19 m
Southern Asia	6 MHz / 49 m 7 MHz / 41 m 9 MHz / 31 m 11 MHz / 25 m 15 MHz / 19 m	11 MHz / 25 m 15 MHz / 19 m 17 MHz / 16 m	LF / MF 6 MHz / 49 m 9 MHz / 31 m 11 MHz / 25 m 15 MHz / 19 m 26 MHz / 11 m	6 MHz / 49 m 9 MHz / 31 m 15 MHz / 19 m
Far East/ South East Asia	15 MHz / 19 m 17 MHz / 16 m VHF	6 MHz / 49 m 9 MHz / 31 m 11 MHz / 25 m 15 MHz / 19 m 17 MHz / 16 m VHF	4 MHz / 75 m 6 MHz / 49 m 7 MHz / 41 m 9 MHz / 31 m 11 MHz / 25 m 26 MHz / 11 m VHF	4 MHz / 75 m 6 MHz / 49 m 7 MHz / 41 m 9 MHz / 31 m 11 MHz / 25 m 17 MHz / 16 m VHF
Oceania		7 MHz / 41 m 9 MHz / 31 m 11 MHz / 25 m 15 MHz / 19 m	9 MHz / 31 m 26 MHz / 11 m	11 MHz / 25 m 15 MHz / 19 m
North America	LF / MF 6 MHz / 49 m 7 MHz / 41 m 9 MHz / 31 m	6 MHz / 49 m 9 MHz / 31 m 11 MHz / 25 m	LF / MF 11 MHz / 25 m 15 MHz / 19 m	LF / MF 6 MHz / 49 m 7 MHz / 41 m 9 MHz / 31 m
South America	6 MHz / 49 m 11 MHz / 25 m 15 MHz / 19 m	11 MHz / 25 m 15 MHz / 19 m	11 MHz / 25 m	11 MHz / 25 m 15 MHz / 19 m 17 MHz / 16 m

BBC WORLD SERVICE

The World Service of the British Broadcasting Corporation broadcasts in 37 languages from Bush House in the heart of London, reaching a wider global audience than any other radio station.

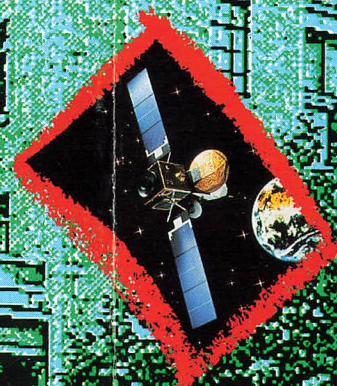
Other international broadcasters might be on the air for more hours each week, but none can match the World Service's regular audience figure of at least 120 million a week.

Of these listeners, 25 million listen to the 24-hour World Service in English and 100 million to broadcasts in other languages, while 5 million listen to both.

These are listeners who appreciate the accuracy and impartiality of the BBC's comprehensive news and current affairs coverage, which forms the basis of its output.

They also enjoy the range of features, sport, business, science and technology, music, drama, religion and light entertainment which the station has to offer. Programmes are designed to give a broad picture of Britain's life and thought.

BBC World Service Design



TO FIND OUT MORE WRITE TO:

BBC World Service
PO Box 76
Strand
London WC2B 4RH

BBC

WORLD SERVICE

LANGUAGES AND HOURS

BBC World Service broadcasts in English 24 hours a day and in the 36 languages shown below, a total of 771 hours a week:

Arabic	63	Nepali	13/4
Bengali	9 1/4	Pashto	7
Bulgarian	12 1/2	Persian	12 1/4
Burmese	7 1/2	Polish	26 1/2
Chinese		Portuguese	
(Cantonese)	5 1/4	(for Africa)	12 1/4
(Mandarin)	17 1/2	(for Europe)	12 1/4
Czech/Slovak	21	(for both)	5 1/4
English	204 3/4	(for Brazil)	8 3/4
English Lessons	63	Romanian	14 1/4
Finnish	8 1/2	Russian	46
French		Serbo-Croat	10 3/4
(for Africa)	22 3/4	Slovene	5 3/4
(for Europe)	12 1/4	Somali	7
(for both)	1 3/4	Spanish (for	
German	21	Latin America)	31 1/2
Greek	10 1/2	Swahili	8 3/4
Hausa	8 3/4	Tamil	3
Hindi	14	Thai	7
Hungarian	17 1/2	Turkish	11 1/2
Indonesian	10 1/2	Urdu	10
Japanese	7	Vietnamese	8 3/4
Malay	1 3/4		

Surveys reveal high concentrations of listeners:

- The BBC in Turkish is heard regularly by 1.2 million adults in Turkey.
- In Ghana, 1.2 million people - 17 per cent of the adult population - are regular listeners to the BBC in English.
- The BBC's regular Arabic audience in Jordan is 600,000, equivalent to more than two-fifths of that country's adult population.
- In urban Bangladesh, the BBC's Bengali Service is listened to regularly by a third of the adult population - half a million people in the six cities surveyed.

The BBC's domestic television and radio services are financed through a licence fee paid by Britain's television users; World Service operates under the same Royal Charter but is funded differently, through a Parliamentary grant which in 1988/9 amounted to £122 million.

Parliament has the final say on the languages in which World Service broadcasts and the number of hours devoted to each. Beyond that, the BBC has total editorial control of its programmes.

WORLD SERVICE IN ENGLISH

World Service transmissions in English are scheduled to be heard at peak listening times around the globe. This round-the-clock service is supplemented by special programmes in English for audiences in Africa, Asia, the Caribbean and the Falklands.

Radio stations in more than 50 countries supplement their own international coverage with daily relays of BBC news, sport and other programmes. There are some 2,500 rebroadcasts of individual programmes each week.

THE NEWSROOM

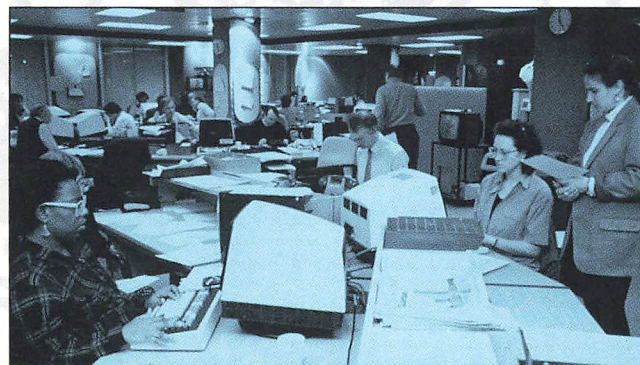
Around 120 journalists work in the Bush House newsroom, which is one of the largest in the world. Each day they produce 200 bulletins in English, and these are translated for broadcast by the language services. Responsibility for content rests solely with the newsroom.

Main sources are the BBC's own foreign correspondents and part-time "stringers", home-based specialist correspondents and reporters, the BBC Monitoring Service and international and national news agencies.

Accuracy is of prime importance and great care is taken in cross-checking sources at every stage. The news is given factually with no comment or editorialising, whether Britain is involved or not.

TRANSMISSION

From 52 studios in Bush House, programmes are sent via the control room to transmitters around Britain and, using satellites, to relays in various parts of the world.



Most listeners hear World Service on short wave, although medium and long wave are used for shorter-range transmissions.

ALL PART OF THE SERVICE

BBC Monitoring Service produces without comment news information obtained from radio, TV and news agency sources in 130 countries. Publications include the Summary of World Broadcasts, World Broadcasting Information and a teletyped Newsfile, all available on subscription.

BBC English is the largest English-teaching organisation in the world, reaching millions of learners in 120 countries through radio, television, books, audio and video cassettes. Lessons are broadcast with explanations in English and some 30 other languages and rebroadcast by many radio stations.

BBC Transcription Service produces and sells the best of BBC radio programmes to stations in more than 100 countries. Each year 350 hours of recordings are added to the existing catalogue of some 7,000 hours.

BBC Topical Tapes are wide-ranging, original programmes in English made for local use by radio stations around the world. Some 260 tapes are airmailed on subscription to more than 50 countries every week.

Export Liaison disseminates information about interesting new products and technological developments which is passed on to be considered for broadcasting by any or all of the World Service's industrial programmes.

London Calling is the monthly programme magazine for BBC World Service in English and is available on subscription.

