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BUILDING A FOREIGN RADIO STATION

At EBS we receive a large number of phone calls asking how much equipment costs to build a radio station in this country or that one. This guide may assist you in answering some of your questions.

First, before anyone can actually quote you equipment prices, you must have in writing, permission from the government in the country in which you intend to build a station. This document will tell us how much power they will allow you to use, what frequency you will operate on and perhaps even the style of antenna they will require.

Next, No one can guess how far your signal will travel. Don't ask us to give you a radio station that will cover 75 to 100 miles...this is like asking for the winning numbers in next weeks lottery game.

FM Radio signals are received on a "line of sight" basis. In essence, the signal can travel as far as it can see. Putting your transmitting facilities up higher than the average terrain will get your signal out to the horizon better. But then, you may skip over the town or village you are trying to serve at the bottom of the hill. This is why we need to engineer your antenna system and perhaps include "beam tilt" to send some signal downwards instead of straight out.

Finally, A cost estimate up front without engineering your station is not really feasible. There is a saying, "If you have to ask what it will cost, you probably cannot afford it." This pretty much applies to broadcasting. It is a very expensive business. FM Transmitters alone range from \$1600.00 for a 25 watt exciter up to \$63,000.00 for a 30 kilo-watt transmitter. You'll need much more equipment than that if you want to broadcast.

What You Should Do Now. Evaluate if you have the funds to spend on a radio station in another country. If you wish to proceed, find out what the government requirements are and act accordingly. When you receive permission to build a station, contact EBS and we will gladly work with you to design the station to specifications and sell you the required equipment. To design your station, we require a small \$500.00 deposit and if you buy the equipment you need within 90 days, the entire \$500.00 is applied to your purchase so you risk nothing.

Of course we'll need to know about AC power at the proposed transmitter site, (HAAT) Height Above Average Terrain and the information from your government paperwork.

Good Luck and the staff at EBS hopes to be able to work with you on this project.

Ron Erickson
EBS CEO