

NOW RADIO

EVERY FORTNIGHT

£1

MARCH 24, 1987

23

BMS INTRO NEW RADIO SALES REGION

Broadcast Marketing Services (BMS) have announced the formation of a new radio sales and marketing region: ANGLIA RADIO.

Joining Peterborough's Hereward Radio being represented by BMS will be Norwich-based Radio Broadland, Ipswich's Radio Orwell and Bury St Edmunds' Saxon Radio.

Terry Bate, Chief Executive of BMS, said:

"The BMS sales team welcomes Radio Broadland and the Suffolk Group (Orwell and Saxon). The level of professionalism shown by these stations is impressive and together with Hereward's huge increase in listening hours will aid our national sales effort. The new super Station Anglia Radio joins our other important areas - Tyne Tees Radio (Radio Tees and Metro Radio), Yorkshire Radio (Viking Radio, Pennine Radio, Radio Hallam and Radio Aire), North West Radio (Marcher Sound, Radio City and Red Rose Radio), London Orbital Radio, and Southern Radio."

Hereward Radio saw its ratings climb in the latest book, detailed on pages 3, 4 and 5 of this issue of the

newsletter. Listeners now spend 16 hours, thirty minutes with Hereward Radio during the week.

Orwell/Saxon, however, saw its weekly reach down 8% to 26% per week and average hours increase by .2.

Radio Broadland, in Norwich, managed a 36% reach (down 1%) and average hours listened up from 11.8 to 12.5 in the latest book.

Stewart Francis, Managing Director of Hereward Radio, commenting on the BMS Anglia Radio sales op said:

"This decision taken jointly by the four companies will, we believe, provide a most attractive platform for national advertisers and thus deliver an increased share of advertising revenue to radio in the Anglia Radio region."

Independent Radio Sales are the big loser's in this latest deal, and it comes hot on the heels of the Piccadilly Radio set-up with MSB to form Sound Advertising Services (report page 28).

David Cocks, Managing Director of Orwell and Saxon, who leave IRS to join BMS for the new package said:

"This in no way reflects the performance of Independent Radio Sales.."

He described it as a natural move which brings the northern part of the region into line with the Chiltern Radio/Essex Radio operations which are already being sold by BMS.

Radio Broadland's MD, Russ Stuart, said that after screaming for simpler ways of buying radio - advertisers now had it with this package.

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EDITORIAL COMMENT

The recent ferry disaster just outside the port of Zeebrugge, Belgium, goes to show that Programme Controllers and Head's of News Department's should urgently take a look at their operations.

A special check on a number of stations around the country uncovered the fact that a number of radio stations have no official policy for the coverage of news stories from the moment the newsroom at the station closes.

Some stations do have television sets in the studio with teletext facilities - and this, at least, should ensure that a presenter can access the latest news stories. Sad to reflect, however that many presenters only use the teletext service to check the local gig guides, or to see the latest top-forty.

It is essential that all responsible for programming immediately outline station policy for checking by on-air presenters of IRN teleprinter feeds at un-manned newsrooms.

That way we will never see a situation where one station didn't carry the 8pm news on that sad night.....

SUBSCRIPTION RATES

PERSONAL SUBSCRIPTION: 26 ISSUES (12 months).....	£24.00
PERSONAL SUBSCRIPTION: 13 ISSUES (6 months).....	£12.00
BUSINESS SUBSCRIPTION: 26 ISSUES (12 months).....	£48.00
OVERSEAS SUBSCRIPTION: 26 ISSUES (12 months).....	£48.00

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RATINGS BOOK PUBLISHED

The fourth quarter of 1966 ILR network survey results and figures for the individual stations have been released. They are based upon fieldwork conducted continuously between February and December last year.

Under this system of continuous measurement for quarterly Network reports two six-monthly regional reports and one all-station report are produced.

According to the latest Network survey Independent Radio has maintained its position as the leading service in the areas it covers. 17.5 million listeners tune in to ILR for over 220 million hours per week. Over the 4 weeks the audience rises to nearly 22 million.

The weekly reach for all ILR stations measured in the last Network survey of 45% is maintained - with an increase reported in the number of hours listened. Those 'hours listened' figures have reached their highest ever level.

The commercial stations maintain their number one position with its highest share of listening recorded during the year - 28.7%, ahead of BBC Radio One by just .4%. BBC Radio Two had a 18.5% share.

Geoff Moffatt, Chief Executive designate of The Radio Marketing Bureau commented, "I'm delighted that as I assume this new role the Network continues to show its strength in a highly competitive market place. By maintaining its pre-eminence as the leading radio service it confirms that Independent Radio is providing its listeners with programming that meets their needs. The strength is confirmed in the face of the rising number of media sources including Daytime Television which appears to have had little impact on the Independent Radio audience."

The study was carried out by Research Surveys of Great Britain.

As far as the Network goes, it appears that, across the year, seasonal audience variations are not dramatic with weekly reach consistently at 44 - 45%. Total hours tuned to ILR varied between 214 million and a high of 223 million, with the highest total ratings achieved in the latest period.

RSGB have estimated that over four weeks the cumulative audience for IR is 21.8 million adults aged 15 and over, or 25.1 million of the total population aged 5 and over.

The Network report shows that whilst IR certainly has what the RMB describes as a 'youthful' audience, it reaches a good cross-section of the population in all of the main demographic groups.

52% of the total IR audience are male compared with 48% of the adult population.

46% of IR listeners are under 25 - compared with 37% of the population.

The social class profile is well balanced with 36% in the ABC1 White Collar classes against a population estimate of 38%.

The age profile of IR shows that Independent Radio's audience is made up as follows: 24% are 15-24 year olds, 22% are 25-34 year olds, 31% are 35 - 54 year olds and 23% are 55-plus.

Taking the last quarters research, covering the October-December period, we can discover the following weekly reach percentages and hours listened:

	REACH	HOURS
IR	45%	12.8
RADIO 1	46%	12.2
RADIO 2	33%	11.1
RADIO 3	8%	5.1
RADIO 4	20%	10.0
BBC LOCAL	18%	9.5
LUXEM'B'G	3%	3.2
OTHER*	10%	7.2

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The share of the total radio audience for IR in that same period was 28.7%. Radio One had a 28.3% share, Radio Two a 18.5% share, Radio Three had 2%, BBC Local Radio had a share of 8.4%, Radio Luxembourg had 0.5% and 'others' had a share of 3.3%. The 'others' share dropped from a high between February-April 1986 of 5.7%, to 3.2% in April-June, to 4.1% in July-September and the low of 3.3% in the last period to be surveyed.

Independent Radio reaches the most people at breakfast time. There is competition from, amongst other sources, TV-AM. On weekdays IR reaches 4.1 million people compared to TV-AM's 2.4 million.

On Saturday the IR audience is 3.6 million, whilst TV-AM reaches a figure of 3 million.

On Sundays Independent Radio reaches 4 million and TV-AM 2.5 million.

STATION BY STATION

Individual stations doing best in the latest survey include Hereward Radio (reach up 9% to 34%), Radio Mercury (reach up by 9% to 44%), West Sound (reach up by 7% to 58%) and Radio Vyvern with an increase of reach by 7% to 39%.

Stations which showed an unhealthy decline in their weekly reach included County Sound which dropped 4% to 37%, Devonair Radio which went down from 42 - 36%, Downtown Radio which lost 8% to leave it with a weekly reach of 56%, Radio Forth down 7% to 34%, Marcher Sound which was down by 7% to 38% and Severn Sound which lost 7% of its weekly reach and came out with 38%.

18 individual stations saw an increase in their weekly reach.

22 stations saw their weekly reach fall.

Pennine Radio (32%), Red Rose Radio (46%) and Radio Tay (41%) showed no movement either way.

LBC recorded a fall in its weekly reach by 3%, taking it to a still-healthy 21%.

Here is a station-by-station summary of weekly reach. Figures in brackets show rise or fall over the last Network survey results. Final column shows average hours per week.

STATION	REACH	+/ -	AVE HOURS
↑ RADIO AIRE	35%	(+4%)	12.6
↑ BEACON	34%	(+1%)	10.6
↓ BRMB	36%	(-2%)	11.4
↓ BROADLAND	36%	(-1%)	12.5
↓ CAPITAL	29%	(-1%)	10.3
↓ CHILTERN	32%	(-1%)	9.6
↓ CITY	41%	(-1%)	14.2
↓ CLYDE	52%	(-2%)	12.1
↓ COUNTY	37%	(-4%)	9.2
↓ DEVONAIR	36%	(-6%)	14.9
↓ DOWNTOWN	56%	(-8%)	11.8
↑ ESSEX	36%	(+3%)	10.0
↓ FORTH	34%	(-7%)	10.3
↑ GWR	34%	(+3%)	10.7
↑ HALLAM	43%	(+3%)	10.9
↑ HERWARD	34%	(+9%)	16.5
↓ INVICTA	24%	(-3%)	11.3
↓ LBC	21%	(-3%)	10.4
↑ LEICESTER	33%	(+2%)	8.0
↓ MARCHER	38%	(-8%)	11.4
↑ MERCIA	53%	(+7%)	11.4
↑ MERCURY	44%	(+9%)	11.6
↓ METRO	47%	(-1%)	13.9
↑ MORAY FIRTH	60%	(+3%)	13.1
↑ NORTHSOUND	64%	(+3%)	11.7
⊙ PENNINE	32%	(---)	8.8
↓ PICCADILLY	36%	(-2%)	11.7
↓ PLYMOUTH	57%	(-2%)	13.8
↑ RED DRAGON	35%	(+1%)	11.7
⊙ RED ROSE	46%	(---)	12.5
↓ SEVERN	38%	(-7%)	8.2
↓ SIGNAL	38%	(-3%)	18.6
↑ SOUTHERN	33%	(+3%)	13.5
↓ SUFFOLK	26%	(-8%)	10.4
↑ SWANSEA	61%	(+1%)	15.4
⊙ TAY	41%	(---)	13.5
↓ TEES	28%	(-1%)	11.9
↑ TRENT	40%	(+3%)	13.9
↓ 2CR	37%	(-3%)	11.6
↓ 210	29%	(-1%)	9.7
↑ VIKING	39%	(+3%)	12.8
↑ WEST SOUND	58%	(+7%)	10.0
↑ VYVERN	39%	(+7%)	15.9

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AVERAGE HOURS

Another set of figures which Programme Director's will be looking at carefully will be the average hours listened.

Some stations have made increases in both weekly reach and average hours. They are: Radio Aire, Essex Radio, Radio Hallam, Hereward Radio, Leicester Sound, Moray Firth Radio, Southern Sound, Swansea Sound, Viking Radio and West Sound.

Programmer's at those stations will have nothing to fear. Some stations will also be able to rest assured that by dropping the number of listeners they have rescued themselves by increasing the number of hours the actual remaining audience are listening for. An example would be LBC, where the weekly reach dropped 3%, but average hours went up from 9.7 to 10.4 hours. New programming plans at that station now aim to increase both reach and hours.

Programmer's who should be carefully looking at what they have been doing (and perhaps the mood of the Managing Director) might include County Sound (average hours down from 10.0 to 9.2 and reach down 4%), Radio Forth (average hours dropped from 10.7 to 10.3 and reach was down by 7%), Marcher Sound (reach was down 8% and average hours crashed from 14.0 to 11.4), and Severn Sound (reach down 7% and time of listening down 30-minutes per listener per week).

Other significant changes in the average hours listened were recorded by Beacon Radio (hours down from 12.6 to 10.6), Capital (down from 11.8 to 10.3), Clyde (down from 12.8 to 12.1), County Sound (down by .8), Marcher Sound (down from 14.0 hours to just 11.4), Mercia Sound (down 2.3 hours), Pennine (where an amazing two hours listening per person is lost), Red Rose (listening down by 60-minutes per person), Severn Sound (down 30 minutes), and Radio Tay (down by 30 minutes).

Here is a breakdown, station-by-station, of average hours listened. Figure in brackets denotes length of listening recorded in 1986 survey.

STATION	AVERAGE HOURS	LAST YEAR	
???	AIRE	12.6	11.3
???	BEACON	10.6	12.6
???	BRMB	11.4	11.7
???	BROADLAND	12.5	11.8
???	CAPITAL	10.3	11.8
???	CHILTERN	9.6	9.8
???	CITY	14.2	14.4
???	CLYDE	12.1	12.8
???	COUNTY	9.2	10.0
???	DEVONAIR	14.9	10.7
???	DOWNTOWN	11.8	11.0
???	ESSEX	10.0	10.1
???	FORTH	10.3	10.7
???	GWR	10.7	11.2
???	HALLAM	10.9	9.0
???	HEREWARD	16.5	10.1
???	INVICTA	11.3	9.1
???	LBC	10.4	9.7
???	LEICESTER	8.0	7.5
???	MARCHER	11.4	14.0
???	MERCIA	11.4	13.7
???	MERCURY	11.6	11.7
???	METRO	13.9	12.9
???	MORAY F'H	13.9	11.9
???	NORTHERN	11.7	11.2
???	PENNINE	8.8	10.8
???	PICCADILLY	11.7	11.5
???	PLYMOUTH	13.8	13.9
???	RED DRAGON	11.7	12.4
???	RED ROSE	12.5	11.5
???	SEVERN	8.2	8.5
???	SIGNAL	18.6	13.8
???	SOUTHERN	13.5	8.8
???	SUFFOLK	10.4	10.2
???	SWANSEA	15.4	13.8
???	TAY	13.5	14.0
???	TEES	11.9	12.1
???	TRENT	13.9	14.5
???	2CR	11.6	11.7
???	210	9.7	9.6
???	VIKING	12.8	12.3
???	WEST S'D	10.0	10.3
???	VYVERN	15.9	12.2

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MINISTERS ADDRESS ON GREEN PAPER

PAUL A RUSLING
For NOW RADIO

*Additional Research &
Material By PAUL A EASTON,
GAVIN COOPER & M G L ROSE.*

The Home Office Minister with special responsibilities for Broadcasting, Mr David Mellor gave an address on the Green paper at the ICA in The Mall on Monday the 16th March.

Mr Mellor was introduced by Dick Frances, a former Managing Director of BBC Radio and he launched his address by mentioning the background to the Green Papers construction and how he had originally written most of it some years ago but more pressing matters had delayed its publication.

The keynotes were that "We feel the time has come for ILR to develop unfettered, side by side with the BBC. We think it important that we should make provision for services competing with the BBC nationally, and let the audience decide who they wish to provide the service, be it BBC or commercial."

"We want the satisfaction of feeling that Whitehall is not blocking the way for expansion, as has been the case in the past. The new stations need not be Public Service Broadcasters as such, but must stand or fall by their own efforts. Whilst we shall maintain a minimum level of standards, we do not see a need to insist on Public Service morals. Indeed, we believe that to suggest that commercialism of national radio will result in a 'Depression of standards' is a very patronising view of the audience.

I must remind you that no-one ever got rich by overestimating the public's taste, but we have got to trust the broadcasters.

On the question of National services, we take the view that

clearly the competition that could be provided could be substantial. We took the view that three stations would provide a more open picture, than say just one which has been proposed in the past.

I sincerely hope the market can support these services, they have told us they can.

On simulcasting, this is an issue which must be tackled, it is an element of wastefulness, and is a feature that could only exist in a market that has not reached its full potential.

A distinction has been made of ILR and community radio being different animals, but this is not so. Whilst there could be two types of local station - either populist or public service - our aim is not to decide which is the better, but to allow a thousand flares to grow. They would programme to different audiences, the differing sounds reflecting varying audience demands.

There is a scope we feel for not only small stations, but also commercial stations larger than those presently existing; perhaps something of the size of the present BBC Countywide stations. We don't mind the 'Mother Hen and Chicks' approach whereby a large station would have its output relayed by smaller stations for part of the day.

Some have suggested that certain items will be lost in a free for all, such as News. There is a risk that might happen, true, but I think more new stations will offer even more outlets for news.

We feel that those in the industry should take control of their own destiny, and the Green paper's proposals place the ball in your court.

If you feel the Green Paper is wrong, then we shall not hesitate to take another look, it's likely there will NOT be another government inquiry into radio for quite a number of years, so the time to get it right is Now.

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Dick Frances then invited responses from various interested parties, beginning with BRIAN WEST, Director of the Association of Independent Radio Contractors (AIRC) who said: "In general the Association welcomes the Green Paper. It would be churlish to say that we find things in it which we have espoused over a number of years. We of course have a fair bit to say about it, and have bent quite a few ears on the matter.

"There are many points of detail however which we want to explore further. We find in some specific ones there is some vagueness, and a lot of difficulties have been underestimated. We shall be having further talks with the Home Office before we make our formal response. In particular which frequencies are to be used for the national channel."

(David Mellor interjected saying that the 3 national services are proposed to be 2 x FM and one on AM. At another junction he told me that the BBC will lose one FM and one AM channel).

Brian West continued: "Also what sort of a time scale are we talking about for these changes? The paper refers to 'transitional arrangements for ILR, and we feel that time here is a most important element.

"Another important question on stations owning their own transmitters, is who is going to pay for those remote installations which some of the smaller and rural ILR stations need to reach their scattered areas?

"The cornerstone for all development however is Copyright, and that has not really been addressed. The copyright bodies basically will not give us their goodies, and this is causing a lot of concern, which we must take up before deciding anything.

"On the matter of the regulatory body, we asked that all radio should be under one body, and we shall not give up on this one. One good reason is that there will be problems having

two different organisations administering frequencies.

He concluded: "In essence the paper is radical, and imaginative - by and large we are very much in favour."

A spokesman for the Community Radio Association said they were delighted to see provision for consultation in the Green paper, but were very keen that there should be careful scrutiny of applicants plans and intentions as it could be possible for 'wolves in sheeps clothing' to get licences.

"The CRA are very disappointed that there will be no new stations for at least two or three years, when the green paper notes that there is one frequency available now. Given the continued operation of illegal stations, surely community radio should have priority over national radio.

"We are pleased that the needs of minorities have been recognised, and perhaps we should be seeing some black people here at this meeting, as well as people from Wales and Scotland also."

Peter Baldwin Director of Radio (Designate) of the IBA said: "The Authority does truly welcome and entirely support the case for ethnic and community neighbourhood radio stations. It's fitting that John Thompson (who then stood up and bowed) should at last in his retirement year see the proposal of something he's advocated for many years, ILR.

"We at the IBA feel there are still three options as to the regulatory body possibilities and not two as has been said. As a minimum we would like the Home Office and you in particular, Minister, to reassess your preconceived ideas that the IBA has its hands full with DBS matters. This is not true.

"To the members of the AIRC I would say that if we were in charge of radio development we would

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consider the needs and wishes of the existing ILR stations first.

"On costs we have reduced the transmitter rentals considerably, and these now represent just five per cent of nett revenue. Our transmitter reliability is 99.85 per cent, and any business should be impressed by that.

"There is only one body with all the skills already in place - and we have the ability to change our ways and methods to reflect Parliaments new wishes.

Maggie Redfern, Press Officer of the BBC then presented the Corporations response: "The BBC joins the litany of welcome, and gives a general welcome for increased choice for the listener - that can only be a good thing for the medium as a whole.

"We are pleased that Peacocks desires for Radio's One and Two to be privatised did not carry as much weight as we feared they might.

"At the BBC change is regarded as a welcome challenge. We're pleased that changes necessary in the BBC radio departments will be left to the Corporation to decide upon and finalise."

John Foster, Broadcasting Officer of the National Union of Journalists told the meeting: "The NUJ is very very concerned for the future of radio. The Green Paper is well worded, and we are at present discussing our response.

"This isn't just about radio; we dont think Public service broadcasting should be limited only to the BBC. If it is broadcasting will then just be seen to be just a stream of adverts and we will see advertisers beginning to govern editorial decisions.

"This lighter touch and deregulation which is advocated has only, as far as we can see, so far led to more and more redundancies.

"One of the biggest problems for the ILR stations hasn't been the IBA, or standards, but has been the high price of buildings the stations have been set up in. Old buildings of architectural interest, new buildings

in shopping centres, these costs have crippled the stations. They are the items running up huge debts, not engineering requirements. These are a result of management decisions, not the IBA and certainly not the Unions.

"The trouble with ILR is that the management went into it thinking it was all a part of showbusiness, and that they had a license to print money.

"The second problem of ILR has been a fall in revenue.

"The stations now have requirements to adhere to the Broadcasting Act, so can we allow new stations to come on without the same obligations?

"Even though many welcome it we must be careful. We must not throw away the things we are good at.

He ended by saying: "What I need to see is the evidence of where all this new advertising will come from Chris Dickens, wearing his hat as President of the I.P.A. then said: "We have been very closely involved in the development of some of these plans, and are very concerned at the haphazard development so far.

"We are delighted that (summary of various points, suggestions and ideas put forward by The IPA at other meetings in 1984 and 1985) have been put forward in the Green Paper for debate.

"On the revenue points that John Foster of the NUJ just raised, this is a matter we have looked at very closely. Our projections show that only marginal improvements in advertising revenue could take the whole of ILR into profitability, and fund new stations too.

"We are disappointed in the lack of growth in radio compared with that in other media. This is the reason radio has remained unimportant, basically because it's a non-national medium. For the medium to become important it has to be available on a national basis. At a minimum it must cover 75% of the population to make it important enough for consideration

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by major advertisers. All the time its not the major advertisers will put it to the back of their menu of choice.

"We in advertising think the Green Paper offers a route to the widest possible choice for consumers and listeners.

"On the regulatory question, we would welcome the idea of an authority dedicated to radio alone. We would have to think carefully indeed about a possible allocation of commercial radio to a Cable Authority, as we can see some problems there.

"The copyright questions worries us greatly, and unless there is more needtime available stations will undoubtedly founder. More music based stations are absolutely essential.

"There MUST be an end to simulcasting, and we support every effort to make a maximum number of alternatives available to the consumer.

"The ideas of sponsorship are welcomed, advertisers in the UK have been very slow to take up sponsorship, and with a major relaxation of the rules this would become more and more attractive.

"The timing is very important. It does appear to me we could have all this overnight which would be nice, and I would hope that we could now move along at a rapid rate.

Jocelyn Hay, Chairman of the Voice of the Listener, then made a long speech which was described by one delegate as long, muddy, muddy, and not well received, especially by David Mellor. She had to be 'wrapped up' by Dick Frances - even her winding up took eight minutes! However, her main concern was the importance of the BBC's public service role - with a special emphasis on the continuation of Radio's Three and Four.

"The Green paper raises a lot of questions and leaves them all unanswered. The most important is that of future funding and maintenance of the BBC, and how this will be done.

"The Paper has no practical solutions to future BBC funding; only promises to create massive competition for it.

"This competition will not be beneficial, and the cut-throat competition will be a killer.

"We have already seen great decline in news reporting in commercial radio, as well as in local newspapers, with the free sheets taking over from the paid titles. This is advertising undermining the commercial viability of the public service. (ie paid for titles suffering at hands of paid for free sheets)

"This makes public service broadcasting at the local level even more important... "We welcome Community Radio, if its a public service

"We welcome the opportunity for further discussion, and do not feel there should be what seems to be an indecent haste to get more stations on the air. There's lots of room for more discussion on this."

The next speaker was Tony Currie of The Cable Authority:

"We we're encouraged and flattered that our lighter touch form of administration should be regarded as a model for radio.

"The Cable Authority is flexible, and the amount of advertising in cable is growing.

"We must emphasize that we presently oversee this country's only two legal community radio stations, at Thamesmead and Milton Keynes. We are not exactly total beginners in the game.

Colin Walters, Managing Director of Manchester's Piccadilly Radio then asked: "How will the franchises be allocated?"

The Minister, Mr Mellor, replied: "I can say that it will not be directly by the Government, but a question for the authority. It will NOT be just to the highest bidder however, and content will be a key determining factor. The choice of

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programming, and content will be relevant.

Peter Lewis, from Goldsmiths College, London, who has written a number of in-depth papers and books on community radio then spoke:

"Won't it be the case that small fish in the big pool will get gobbled-up?"

"We think the Community Radio Association should set up a station along the lines of Channel 4 TV with lots of outside contributors (mostly running small neighborhood stations). Only this will guarantee the survival of small stations and BBC local radio."

A partner in an electronics company, freelance broadcaster and producer and community-of-interest (Format Radio) applicant Lawrence Hallett then spoke:

"I'd like to make the point that the IBA would be most unsuitable as they will not accept the need for stations devoted to specialist music. Will there be some rule that the authority must allow stations with a community of interest, such as specialist music, as well as local. The IBA is saying 'ethnic' is OK, but not specialist music but surely that's unfair discrimination?"

David Mellor replied: "I am a fan of specialist music, its the type of station I personally would like to see, or hear."

"Having said that, we will not be choosing what type of stations, or who gets the franchises or licences. That will be up to the authority. We shall merely set up the framework for it."

"The more distanced it is from any government the better. When it gets too close to us we don't seem to make a very good job of it! (laughter)"

"A lot of you seem to have some very restrictive arguments as to why your industry should not be deregulated, and we've heard them all before. They're from pre-TV days."

John Watkin, then questioned Mr Mellor, asking if he thought this was going to be the radio equivalent of

The Big Bang in the City. He asked if it was necessary to have deregulation like that, or should it be done piecemeal.

The Minister responded: "It's an unhappy accident of timing that the Green Paper is published at the end of a parliament. It's difficult to be too dogmatic about timing"

"I would hope there won't be a big boom. We should work steadily on it and try and create a seamless web. The expansion will require legislation which will take at least 12 months."

An Independent Producer, David Gaines, then asked: "How will advertising grow if it's offered smaller audiences, ie local stations.?"

"I think the pirates prove that enthusiasm and a little outlay can create competition and good programmes, and so please a lot of listeners. Replied David Mellor."

Another person then asked: "Will there be a recommendation that there will be independent contributions into IER?"

The Minister said "We can leave all these things open, and we can have a variety of stations. All different types are open for consideration."

After the question and answer session, Dick Frances spoke on the matter of the BBC losing some of its frequencies. He said: "The BBC currently provides about ten services with just seven frequencies (some mistake surely?)."

"We offer ball by ball cricket commentary, schools, Open University, extra sport on Radio 2, and a myriad of other services. If we are to lose frequencies where shall we put all those services?"

"That's really for BBC management to decide how best to juggle their services, and what was necessary. responded the Minister."

Nick Higham then asked whether it was not more important to look at

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future funding of the BBC rather than frequency and editorial matters.

"I think its facade to suggest that USA or France radio history will be repeated in the UK, the stations will not all see fit to offer just Top 40.

The meeting then ended rather quickly as there was a 6pm cinema showing due!

SUFFOLK GROUP WILL NOT MERGE WITH NORFOLK OP

The Suffolk Radio Group, which comprises Radio Orwell (Ipswich) and Saxon Radio (Bury St Edmunds) has pulled out of talks with Norwich-based Radio Broadland.

The two companies had been close to forming a merger. Staff at Orwell and Saxon had protested and local politicians had registered their worries at the effect on local programming and jobs at the two stations.

At the time the possible merger was called off it had not officially received IBA approval.

A turning-point in the whole issue was the moment of publication of the Green Paper by the Government which appeared to give Orwell/Saxon more confidence to attempt to continue their operation without the takeover of Broadland.

JOHNSTON OUT

After 15 years and some 733 editions, veteran broadcaster Brian Johnston is leaving the Radio Four series 'Down Your Way'.

His final edition of the programme will come from Lord's Cricket Ground.

Mr Johnston said he was 'declining at 733' because that was the number of programmes presented by his predecessor, Franklin Engelmann.

Brian Johnston, 74, will continue to provide commentary on Cricket for Radio Three.

ASSOCIATION FOR BROADCASTING DEVELOPMENT IN MAJOR TALKS

In seeking to build on the opportunities for would-be new entrants to gain entry into the proposed radio spectrum, the Association for Broadcasting Development has concluded a major round of meetings with The Cable Authority, The IBA and Phonographic Performance Limited (PPL).

Paul Boon, Spokesman for ABD told NOW RADIO NEWSLETTER that all three meetings were very constructive and most interesting.

Seemingly there are no problems raised by the Green Paper for radio's new entrants that cannot be overcome.

Of particular interest to those stations wishing to play recorded music, it seems highly likely that the issue of needletime will be resolved before long as a direct result of ABD's meeting with PPL.

Similarly, both authorities, the Cable Authority and the IBA, were open to suggestions made by the ABD delegation on issues like frequency planning, simulcasting, timetable and a broad pattern of radio services.

The PPL talks on needletime will be very encouraging news for many specialist format radio stations, and at the same time, may well surprise those in ILR who have been having major difficulties reaching such agreements in recent years.

The ABD is due to have talks in the coming days with an official of the Community Radio Association.

Association for Broadcasting Development news and information is published in detail and on a regular basis in this particular publication.

Membership to ABD is open to prospective stations and others with an interest in development.

NOW RADIO

OFFSHORE RADIO

RADIO CAROLINE — CELEBRATING 23 YEARS OF ALTERNATIVE BROADCASTING

In a recent Gallup survey, some 82 percent of those interviewed had heard of Radio Caroline. As the founder of the Caroline organisation, Ronan O'Rahilly said to me: "That's really the entire adult population of the country knows about Caroline!"

There can be few who either don't remember the station from the swinging sixties, the heavy seventies or the latest phase in this unique radio stations existence, from the converted Grimsby trawler, *Ross Revenge*.

In fact, although there are those who claim that Caroline has past its peak, the station is still pulling an amazing 5 million listeners on a weekly basis.

Now, compare the number of radio choices that the listener had back in the sixties, between 1964 and the stations first closure in March 1968, and you'll see that we now have a choice, around the country, of about one hundred stations. Even at its peak the sixties offshore radio boom only gave us a selection of around 8 stations at anyone time, plus the BBC's three national services and Radio Luxembourg.

At its peak in the sixties, Caroline, with two ships, one off the Essex coast and the other anchored 3½ miles from Douglas, Isle of Man, was pulling an audience rated at around 8 millions. Now it only has the one ship and a whole lot more competition.

It also has what appears to be the entire collective of European Governments against its operation. One by one government's have outlawed their citizens from working for, advertising on or supplying offshore radio stations.

When, in July 1967, the Wilson Government passed the Marine (etc) Broadcasting Offences Act and gave the

remaining offshore stations only four weeks notice to quit their operations, there would have been few who could really have believed that Radio Caroline would still be broadcasting some twenty years later! In fact, looking back, it seemed likely, in August 1967, that the station might only last a matter of weeks once the anti-offshore radio legislation was introduced. True, on the air, the likes of rebel broadcasters Johnnie Walker and Robbie Dale, and after a few days Spangles Maldoon, Roger Day, Bud Bailou, Glen Adams, Carl Mitchell, Andy Archer and Stevi Merike made us believe, from listening, things were quite rosy. They did, however, suffer great mental strain from the fear that a navy ship might just appear on the horizon and tow them in to a United Kingdom port and make sure that these long-haired jocks were locked away for a couple of years for playing their music. Thankfully that never happened.

By moving its operational base to offices alongside the Singel Canal in central Amsterdam, and by arranging supplies with the Wijsmuller company Caroline was able to operate outside of the United Kingdom and maintain its service.

Like anything in life, there are those who were with Radio Caroline in those heady days who perhaps would have done things differently today - if they had to - but at that time it seemed to be a miracle just to keep the thing on the air!

Financially Radio Caroline suffered. There were some 'plug' records and there were some commercials. However many of the plug's were for one of the station's directors, who in return was expected to pay the bills. He never. As a result the Wijsmuller firm decided to send out tug boats to bring in the stations two ships. They said they would release them on receipt of their money.

NOW RADIO

The ships, Caroline and Mi Amigo, were put under arrest in Amsterdam's Wood Harbour and the bills were not paid. It seemed that the dream was over.

Then, during 1971, a young Dutchman, Gerard van Dam, approached myself and a fellow broadcaster then working for the new arrival to the offshore radio scene, Radio Nordsee International, with a request that we draw up a plan for costing a relaunch of Caroline. He was planning to buy one of the ships at an auction being arranged for the two radio-ships.

In 1972, Van Dam bought the Mi Amigo for only a few thousand pounds. He told questioning radio fans and the press that he was starting a museum for offshore radio. Work started on cleaning up the ship; getting rid of water from the bilges and transmitter hold, drying out the cabins, rebuilding the studios and cleaning and repairing the transmitters. Staff from Radio Nordsee International joined the project. In time some of the latter day Caroline jocks also found their way to the scene. It was more than obvious what was being planned!

In September 1972 Caroline was back on the air. It was weak. It had little money. I can even say that staff went hungry and thirsty at times. But, conditions which would never have been accepted by anyone at any other radio station in the world, were accepted by these people. Men and woman earning good wages gave up jobs to join Caroline where they were not to earn a single cent.

Gradually, and very much so, Caroline was able to improve its signal and earn enough money to find itself in a strong enough position to be able to stand a chance of lasting out. Radio Veronica's ship, Worderney, had run aground and they leased airtime on Caroline. Equipment and cash appeared. Then Radio Mi Amigo, a Belgian-owned operation, leased time on Caroline's transmitters.

So when the Dutch decided to pass a law to outlaw the operation of the offshore stations, Caroline was able to move back to the coast of Essex. That was 1974.

In 1980 the m.v. Mi Amigo sank in a gale. Thankfully all hands were saved by the skill of the lifeboat service.

Like that period in 1968, rumours of a return began to flow immediately. It was, though, not until 1981 that Radio Caroline was to return. This time, almost as a statement of their determination to show they meant to stay for a long, long time, she was broadcasting from the biggest-ever ship to be used for the purpose. The monster Ross Revenge was equipped with a massive 300-foot high antenna tower, the like of which has never been seen on any offshore station in the past.

There had been a delay in getting this ship to the air. As a result the first broadcasting team was not as had been planned. Johnnie Walker had returned from the USA to join the team, but the delay made him decide against re-joining the station where he had become a legend. Johnny Jason, who had been with Caroline in the seventies, also did not appear when it came back. I also was a victim of the false-alarm and had to wait until the closure of Solid Gold Radio Sovereign before I would have a quick name change and become Head of News for the station. It was my second time around.

Several months passed by before the first advertising contracts were signed and commercials were being broadcast. The wait, like most of those Caroline has experienced, and provided, was worthwhile.

The format of Caroline had changed over the years. The change, on this revival, was to what almost was Album radio. It didn't work too well. The idea was good. The excitement was missing. In time it was agreed, within the organisation, to run a night time rock/album service

NOW RADIO

on the transmitter leased by a Dutch-language station, Radio Monique, whilst the main 24-hour service would swing back to mass-appeal music and presentation. And why not? If Caroline was to be different, it still could be so, but in order to bring the attention of a large and sellable listenership, it would have to offer Top-40 music as a base.

Other offshore stations have come and gone since Caroline first appeared to pioneer commercial radio from the High Seas. All of the sixties stations and anyone who had a go in the seventies. Now, in the latter half of the eighties, it does appear that Caroline will always be out there!

Some have claimed that Caroline is almost a part of the 'establishment' these days. Some new upstart like Laser appears and gets hounded by the authorities. Laser goes away, so do the authorities. Laser returns, so does the warning from the DTI that they will do everything in their power to get it, not Caroline, off again!

If I were writing a book I might try to explain the special feeling that Caroline gives anyone who has worked for her over the years.

I am sure that I speak for all former staffers of the Caroline organisation when I say that I honestly wish The Lady the happiest of birthdays and wish her the best of luck for the coming years.

There are hundreds of us who have experienced the magic and who will never forget it.

Whatever it really is that makes this one radio station so different, I am sure it will always be there and enjoyed by many millions of people.

To Ronan O'Rahilly... thank you for never giving up. Though there have been times when the whole thing has seemed to be no more than a nightmare and an impossible task, you have shown us that determination and belief can overcome all the odds. So many of us were given 'breaks' by your dream.

Happy Birthday Caroline!

HOWARD G. L. ROSE

WLNG IN SCUNNY

Recent developments at Scunthorpe's local unlicensed radio station include the addition of a new mast and several modifications to transmitting equipment. A new 18-foot mast is now in operation and WLNG's signal has been received in Leeds and Sheffield. The increased signal strength is also due to modifications made to the transmitter made by an engineer from Radar Radio in Leeds.

Spokesman for WLNG, Richard Sellers, was extremely pleased with the results, "I cannot really believe that our signal is going so far," he said, "our intention is merely to be a station for the Scunthorpe area, but it is nice to receive letters from so far afield."

WLNG still only broadcasts a couple of nights per week as Sellers explained, "We can only manage two nights as we are so short of staff. I find it hard to believe that we are broadcasting to a town of 60,000 people and we can only get a handful to help us. We have tried asking over the air for help, we even put up posters in the town but it seems to be to no avail. We have quite a reasonable set up and it's a great pity that we cannot find more support."

WLNG's studio complex includes a six-channel stereo mixer, NAB cartridge facilities, variable speed turntables and Revox tape decks. The estimated power is now 60 Watts but in mono until a suitable encoder can be purchased.

WLNG's mailing address is via: Media Promotions, PO Box 32, Scunthorpe.

The station was established to help fill a gap in radio coverage of the area. Viking Radio (based in Hull) and Radio Hallam (located in Sheffield) reach the area with their signals as do BBC Radio Humberside and BBC Radio Sheffield.

WLNG's long-term hope is for a licence.

NOW RADIO

OPENINGS

Placement in this section of current radio industry job vacancies is free-of-charge as a service to our readership. Stations are asked to provide us with written details as soon as vacancies are known of. It is our policy to normally only carry details of a vacancy in one issue, so for those seeking employment, it is a good idea to check the last couple of issues of the newsletter.

BBC Appointments: Unless otherwise stated you should write to BBC Appointments, London, VIA 1AA and enclose s.a.e. Or telephone (01) 927 5799. Remember it is helpful to quote the stated reference number at the end of the job description....

SWANSEA SOUND, broadcasting from studios in rural Gowerton, a few miles outside of Swansea, has a vacancy for a **COMMERCIAL PRODUCER**. A fast thinking, creative and highly motivated person is sought for this post. Must be experienced. Station offers a good salary, company car and a chance to work with a great team. Send application with full c.v. and demo tape to John P. Thomas, Sales Controller, Swansea Sound, Victoria Road, Gowerton, Swansea, SA4 3AB.....

Bradford's PENNINE RADIO has a vacancy for a **SENIOR JOURNALIST**. Extensive experience essential. Successful applicant will be required to deputise for the station's News Sub-Editor. CV's and demo tapes should be sent to Dee Marshall, News editor, Pennine Radio, Forster Square, Bradford, West Yorkshire, BD1 5FP.....

RADIO TEES is looking to hire several new **JOURNALISTS** for its newsroom. Details can be obtained by contacting John Ogden, News Editor on (0642) 615111 or by writing in

confidence to him at Radio Tees, 74 Dovecot Street, Stockton-on-Tees, TS18 1HB.....

BBC RADIO CUMBRIA has a vacancy for a **PROGRAMME ASSISTANT**. The successful applicant will work with a team of four and will take a large share of the presentation of a daily programme sequence. Some interviewing and Research will be part of this job. You will need to have had a good education with either a University Degree or College qualification and have practical experience in journalism or broadcasting. You'll need to understand and be able to operate technical equipment, a knowledge of music, an interest in current affairs and more than a passing commitment to Local Radio. Add to that a good microphone voice and a current driving licence and realise that you will need to live close to the studio in West Cumbria and understand you'll have to work weekends and evenings at times, and you have a pretty good picture of this job which offers a salary between £7,874 - £11,110 plus an annual allowance of £597. Ref: 6938/NOV RADIO.....

BBC RADIO SCOTLAND's News & Current Affairs unit has a number of vacancies at this moment. It seeks a **BUSINESS AFFAIRS CORRESPONDENT** who will be based in Edinburgh. Salary £14,725 - £19,115 plus allowance of £1,020 per annum. Ref: 6924/NOV RADIO.....

A **REPORTER**, salary £13,500 - £18,300 plus annual allowance of £1,020 for this post based in Glasgow and/or Edinburgh. Ref: 6925/NOV RADIO....

A **PRODUCER** who would be based in Glasgow is required. On-air duties so a good microphone voice is essential. £10,412 - £14,725 plus annual allowance of £597 per annum. Based in Glasgow. Ref: 6926/NOV RADIO....

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Finally, RADIO SCOTLAND has a vacancy for a SUB-EDITOR who will be able to earn between £10,412 - £14,725 plus annual allowance of £597. This position is based in Glasgow. Ref: 6927/NOW RADIO.....

One of the country's best sports services is provided by BBC RADIO LEEDS, The Voice of West Yorkshire. Now they are looking to fill two vital posts. First they require a SPORTS PRODUCER, salary £10,412 - £14,725 plus £1,020 per annum. Long days, weekends and evening work on this one. Ref: 6873/NOW RADIO.....

RADIO LEEDS also requires a SPORTS PRODUCER who will assist and stand in for the Producer as and when necessary. A great knowledge of Yorkshire sports and two years journalism or broadcast experience are the minimum requirements from any applicant. Salary ranges from £8,954 - £11,110 plus £597 per annum. Ref: 6874/NOW RADIO.....

BBC RADIO NEWCASTLE has a vacancy for a REPORTER. You must be prepared to live and be based in the Sunderland area. £8,954 through £11,110 plus annual allowance of £597. Ref: 6876/NOW RADIO.....

THE VOICE OF PEACE radio station is non-political and non-religious. Profits after paying for operational costs are devoted to charitable work and projects. DISC JOCKEYS are required. Return air fares paid. 6 Month contracts. CV and cassette demo tapes should be mailed to VOP, UK Representatives, Now Radio Communications, PO Box 45, Kettering, Northamptonshire, NN16 0NW.....

BBC RADIO MERSEYSIDE produces more hours of local programming each week than any other in the Corporation's chain of stations. 126 to be exact! Now they are looking for a new PROGRAMME ORGANISER. The salary

ranges between £14,725 - £19,115 plus an allowance of £1,020 per annum. You'll be based in Liverpool. Relocation expenses will be considered by the BBC. You can get further information on this top job by calling Ian Judson on (0511) 708 5500.....

GOOD NEWS RADIO, a religious station located in County Cork, Ireland, is looking for TRAINEE BROADCASTING STAFF to work minimum contract terms of six months. Accommodation, meals and pocket money will be provided. Duties will include daily airshift. CV and demo cassette should be sent to The Programme Director, Good News Radio, Brookdale House, Ballynona, Middleton, County Cork, Ireland.....

RADIO CLYDE has openings for TRAINED RADIO NEWS BROADCASTERS who are up to (or better!) than JLR1. No beginners. You should contact Alex Dickson, Programme Controller, Radio Clyde, Clydebank Business Park, Clydebank, Glasgow, Scotland, G81 2RX.....

BBC RADIO OXFORD has a vacancy for a REPORTER who is ambitious and has at least three years journalistic experience. The work is primarily reporting, interviewing, bulletin writing and newsreading. You must have a good microphone voice and a current driving licence. Salary range £8,954 to £11,110 plus £597 per annum allowance. The reference number is 6899/NOW RADIO.....

Finally, a Media Sales Company is looking for experienced SALES PEOPLE with a proven track-record and the ability to seek out new business from scratch. Very Good Earnings Possible. Telephone (01) 836 9957 if you feel you really have what it takes.....

REMEMBER, WE HAVE A SECTION WITH A WIDE RANGE OF VACANCIES IN EVERY ISSUE OF THE NEWSLETTER!!!

NOW RADIO

U.K. RADIO

WAGSTAFF'S PLANS FOR BEACON

Pete Wagstaff has been detailing his programming changes for Beacon Radio. He took over as Programme Controller from Richard Caperton who quit the job at the same time as Bob Pierson left the station over disagreements with the Australian shareholders, Chalford Communications, who have a 32% stake in the Wolverhampton station.

Pierson was replaced by then Sales Director Alan Mullett.

Wagstaff's plans revolve around targeting the Black Country station to the 25 - 55 age group and by programming more community involvement in the output.

AM drive will see the introduction of a double header from the newsroom with Andrew Hewkin and Sue Plimmer on duty for on-air material.

The 1pm news bulletin is extended from ten to fifteen minutes. It will be in the middle of a two-hour long phone-in.

Pete Wagstaff had offered a daily programme to Dale Winton, but exact terms could not be agreed. Winton will now leave the station.

Sports, financed in the main by a sponsorship deal with the brewers Mitchells and Butler, will be brought back to the strength it was at two years before cost-cutting was introduced. There will be also more sports material running during AM drive and in the lunchtime news bulletins.

Beacon is now seeking to sign a sponsorship deal to get an 'eye in the sky' off the ground for reporting traffic during the rush hour periods.

The station will see the addition of new transmitters later to give coverage of Shrewsbury, Telford and Newport.

At present the station has some 1,600,000 people living within its total survey area.

AIRC TX PLAN

Brian Vest, Director of the Association of Independent Radio Contractors (AIRC) has spoken to NOW RADIO of the possible setting-up of a new AIRC company to purchase, instal and operate transmitters for the smaller ILR stations.

Small stations, such as Moray Firth Radio in Inverness, believe that the cost of operating their own transmitters under de-regulation would be far greater than the present subsidised charges made by the IBA.

Thomas Prag, managing director of Moray Firth, says his station would face high costs due to the vast area covered by his station. Despite the coverage area, the station only covers an area with 170,000 adults.

RADIO TAY

Dundee/Perth commercial station Radio Tay has made a couple of staff changes following the takeover of the station by the Edinburgh independent station Radio Forth at the end of last year.

Filling the gap left when Managing Director Allen MacKenzie departed the station following the merger but with the title Station Manager is Sandie Wilkie. He was seconded to the Dundee/Perth operation from Forth in January.

Wilkie will report directly to Radio Forth Managing Director Richard Findlay.

The station's new Sales Manager has been named: Ian Sewell.

RED ROSE LINK FOR SOCCER SPECIAL

Red Rose Radio (Preston) linked with Radio Aire (Leeds) for live coverage of the FA Cup 6th Round game between Wigan Athletic and Leeds United. The broadcast was sponsored and commentators were Keith Macklin and Dave Dalton.

NOW RADIO

COMMUNITY RADIO

RADAR RADIO

Radar Radio is a Leeds-based private radio station. In a recent interview, a spokesman for Radar explained their operation:

We broadcast to Leeds City and Morley. We feel that there should be an alternative style of music available. We don't actually know at this stage where we are heading, really, we are not trying to entertain any minority groups or anything, but we just want to put something on the air that is not already available.

We broadcast live, it keeps us more in touch with what's going on. We don't use tape much apart from the odd LP on tape. Our output is pretty AOR really. It's a responsible adult style, we try not to interfere with other frequencies locally. Our equipment is of the highest quality, and is on a standard with many of the multi-link systems employed by London stations. It has cost us well over £500 to set it all up.

Our presenters don't want to be superstars or anything, we all feel that the music is far more important than the presenter. Our format is basically late 70's and early 80's stuff...all hits and well known material. We try and play what we think people would like to hear.

We've recently been off the air for a couple of weekends as we were upgrading some of the equipment. As a result we've had a lot of people contacting us to ask when we will be back. It seems we have got quite a following.

Radar Radio usually broadcasts between 10am and 5pm on Sundays. Our staff include Steve Summers, Big Bopper, Phil Inn, and 'Paul Goes To Hollywood'. Andy and Dave do the technical work.

We've been on and off for about two years, originally we were Radio 104, and we used about 5 Watts. Now we are using about 25 Watts in stereo on 104.5 MHz FM.

We realise that we are broadcasting unlicensed, but we figure that it's not a crime that harms anyone. We don't encroach on other frequencies or emergency services. It's only a crime because of outdated laws which weren't designed for the 20th century.

We simply broadcast because we are all very much into radio. There's not enough radio in this country. We like music and enjoy broadcasting. It's doubtful whether any of us would swap our jobs to be radio presenters, but there it is. It's fun!

Radar hasn't taken any advertising yet as we don't know how we stand with that. It would be nice to get something back for our trouble. We know that we will never become millionaires from this job, but none of us mind, really.

We will probably be selling stickers and badges soon. We would like to establish a proper mailing address and build up better communication with our audience.

We can't really do any more technically. Our signal is clean, and that's what really matters.

THE LAW AND THE PIRATES

Pirate radio stations are subject to The Wireless Telegraphy Act [1949] which states it is an offence to instal and operate transmitting equipment without a licence from the Home Office.

A person who is prosecuted can receive a fine of up to £2,000 or up to 3-months in prison.

Under the same Act it is also an offence to listen to unauthorised broadcasts.

Further offences can be committed if interference to licenced users is caused.

The Telecommunications Act gives officials the right, with search warrants, to enter premises and remove equipment before prosecution.

NOW RADIO

ROSE'S RAMBLINGS

I've learnt one lesson since we first published the newsletter - not to attempt to predict up-front the contents of the next issue! It appears everytime we put a few lines in saying what we intend for the next issue - something comes up to ensure at least one of the items will have to be held back!

Formally it is because of a major news story breaking. The return of Laser Hot Hits, the publication of up-front details of the Green Paper, the coverage of the Green Paper itself and the immediate industry feedback, and with this issue the publication of the latest JICRAR figures for Independent Radio.

I hope that you will understand, then, if from time to time we are forced to hold back on the occasional article. You know that, as soon as possible, we will get it between the covers and deal with it, don't you?!

By the way, what do you think about our new layout? Do you find it easier to read now we have two columns? Do let us have your opinions on the whole package - they are all read and often there are little points you bring up which we are able to act upon.

In the past reader suggestions which have been acted upon include moving from the A4 size format to A5 but at the same time more than doubling the content, the stapling method we use, typeface size and style, a standard corporate logo for the newsletter and now the two-column style. And that's just on the actual printing and design! True, we know it would be nice to be glossy and be able to bring you pictures - but that goes with our plans to accept advertising - and as they say in the trade 'talks are going on...!'

The publication of the Green Paper has brought a regular stream of telephone calls to our office. It seems that there is a healthy group of folk who are planning some very

exciting projects in so many areas around the country. We've been putting people in touch with each other, giving them details of equipment suppliers, engineering advice, programming advice, help on locating the best providers for jingles and station identifications, working out prospective advertising rate cards and even fixing possible staffers for the prospective stations. If you are a subscriber and you feel we can perhaps help you, then remember we are only a 'phone call away!

It's been quite a fortnight for me of getting calls from a number of people I've not spoken to for (in some cases) many, many years! They know who they are - and I must say it's made me feel great to know that the newsletter is truly creating so much interest and enthusiasm and acting like a link between us all. Keep it up!

The IBA has made it more than clear that it does not support the idea of new local radio stations broadcasting specific music formats, i.e. jazz, black, oldies, rock, etc. They have been trying to claim they have been asking for community radio for a long time - but they are riddled with plans for loads of regulation and control. So, if you want to see development, forget the idea of the IBA having anything to do with it!

Finally, let me just remind you that it is important to write a response to the Green Paper before June 30 and make sure that local radio development is pushed through by The Home Secretary as soon as possible. Tell him there are scores of groups, organisations and companies ready to begin broadcasting and providing choice for listeners and broadcasters. Also ensure you insist that the number of new local radio services in any area is not limited by the new radio authority. Choice of local services in one area is very important.

NOW RADIO

KEEP IN TOUCH!

Keep in touch with NOW RADIO NEWSLETTER! Make sure we get your news when its HOT! You can write to us at the following address:

NOW RADIO
FREEPOST
KETTERING
NORTHANTS
NN16 0BR

You can also telephone. Our number is Kettering [0536] 51 44 37.

NOW RADIO is also available via Telex. Our number is 8951182 GECONS G.

Documents and articles, etc, may also be sent to us via FAX. Our number is [01] 318 1439.

THE SOUND OF LOCAL RADIO

Since the publication of the Government's Green Paper on the future for UK radio, we have spoken to a number of prospective station operators, broadcasters and programmers on the issue of actual formats of future local radio stations.

For sure, and as we predicted, stations would, under the proposals, be allowed to select their own formats. There would also be special conditions to prevent a company applying for use of a channel for one kind of programming service and who after a while decided to switch to another. Similar regulations applied in the United States of America and Court's on a number of occasions halted new owners of classical radio stations changing format to a more wide-appeal and financially profitable format. The Green Paper also recognises that radio is not a machine and it does undergo continuous development. Programme format changes could be allowed in certain conditions.

What seems to have, rightly, pleased many, is the news that stations will be able to specialise in their formats. Gone will be the day

where each and every radio broadcaster is forced to provide a wide range of output which would serve each and every member of the community at some time or another. The mish-mash sound of much of our local radio; lost budgies, the radio vet', pop, folk, ethnic hours in ghetto time zones, recipes and the like.

The planned local radio services will be able to offer the kind of programming they want to offer. Not the IBA, not the Home Office and not the pressure of anybody else...

But what will applicant groups offer the 'consumer'? At the moment the pirate radio scene is over subscribed by black/soul stations. True, part of the reason is the black community is able to operate pirate stations with little trouble from the DTI, leaving a major gap in the kind of services that might be offered by others who otherwise might be willing to launch themselves as pirates.

How long would a Hot Hits station like Laser last in central London? Or what would be the reaction to a pirate station broadcasting around-the-clock news and current affairs?

The official regulation of local radio, as proposed by the Green Paper, should allow many to launch their own particular formats that they personally believe in. The more enterprising will be looking at formats which are not so much mass-appeal, but which attract a steady and dedicated (and thus marketable) listenership.

Who will be the first to launch a station with a format like that of Radio 390 back in the sixties?

Will anyone dare to plan a station which would not even consider playing any music....?

The time has come for creative programmers to look towards new, innovative programming. They should start with a blank sheet of paper and not take into consideration the policies thus far shaping ILR.

I DARE YOU!

NOW RADIO

U.S. RADIO

HIGH-TECH RADIO DEVELOPMENTS

GRAHAM KENNEDY
in WASHINGTON DC
For NOW RADIO

During the next ten years, United States radio audiences can look forward to satellite receivers in their automobiles, voice-synthesizers as morning announcers and newscasters - and at least 2,000 more AM and FM stations.

According to a major new study of high-technology use among the nation's radio stations the granddaddy of the electronic media is in the throes of a great leap forward.

The next decade may see a 20% increase in the number of radio stations, a continued proliferation of satellite-delivered radio networks, new radio "superstations" for cable-tv systems and the increased use of computers and compact discs.

The study has been released by John D. Abel, Executive Vice President of the National Association of Broadcasters - the Washington-based trade association that represents most of the United States' commercial radio and television stations.

Abel said, "In the recent past we have seen a dramatic growth in satellite communications and an increasing use of digital technology that is leading to more and more creative possibilities in programming and production."

Amongst the survey's findings were the results of a special investigation into 500 radio stations across the USA which showed:

- Radio's use of satellites will continue through the 1980's, but by 1995 newer fiber-optic transmission systems may be in wide use. Advances in technology are leading toward the development of flat home rooftop satellite-receiving antennas and, even, satellite receivers for cars.

- Growth among AM radio stations will be especially strong. Current

efforts, including plans to expand the number of frequencies allocated to AM broadcasters, could result in more than 500 new AM stations by 1995. NAB estimates that the United States will have nearly 12,000 radio stations by the mid-1990's.

- By the end of the decade, most music stations will be using compact discs, played on machines capable of handling as many as 100 discs at a time. Computers will allow station programmers to select playlists and lead to highly automated station operations. Nearly 20% of the country's radio stations already use compact discs. One station in Washington, DC has a 3,000 disc-library.

- Increased use of computers among radio stations, including perhaps voice-synthesized announcers and newscasters, will significantly alter the way radio stations operate.

- Audio services offered by cable-tv systems will become major competitors with independently operated radio stations for advertising revenue. There are currently 17 national cable and pay-radio services being offered around the USA. They include three radio super-stations - KKGO-AM, the Los Angeles Jazz station, and Classical Music stations in New York and Chicago. They reach 2.3 million subscribers. More than 50% of the country's 3,900 commercial FM stations are currently also carried on local cable systems.

Abel concluded, "Technological advances have enhanced and expanded what broadcasters could do even just a few years ago."

NOW RADIO

MUSIC RADIO CONFERENCE

The Radio Academy's 3rd MUSIC RADIO CONFERENCE opened at 10 am on Wednesday 18th March, obviously a time of day many were ill prepared for as some were still showing up an hour later.

Conference Chairman TIM BLAKMORE welcomed delegates to the Purcell Concert Room by Waterloo Bridge, they were 220 strong with 20 ILR and 6 BBC local stations represented - the remainder being what Tim called a 'well balanced bunch' of BBC regional and national people plus an assortment of Europeans and record company personnel.

A highly entertaining key-note speech was made by David Hatch, BBC Radio's Director of Programmes who opened by claiming that "an expert is someone who is no more right than others, but is often wrong for more sophisticated reasons."

He claims a thorough grounding in all music having paid homage at Grandlands, been backstage at the Grand Ole Opry - anyway he's a Yorkshireman isn't he!

David stressed that broadcasters must believe wholeheartedly in VHF, as there are far too many listening in poor quality on AM, and he emphasized that splitting frequencies only leads to confusion amongst listeners. "I believe ILR is far more buoyant than some of the Luddites in it would have us believe. At the BBC we welcome some more competition which will sharpen our abilities. It's good that Community radio is finally to get off the ground, not piecemeal but dozens of them all over the place. We ourselves don't want to get involved in it, and are quite sure it will spawn new ideas, and should be welcomed because it expands our industry. Our minds must always be open, as the Human mind is like an umbrella - it functions far better when its open.

"Radio One now attracts 17 million listeners" was his claim; "whilst Radio Two is chasing it with 12 millions. Radio One and ILR each have about a quarter of the radio audience, with Radio Two's share at 20 per cent, and BBC locals managing 12%."

"We must not ignore daytime TV, as we cannot let our audience be pinched from us whilst we dither. On a lighter note, have you ever considered that the people with all the new fresh and exciting ideas for radio are not here today? They're out there driving cabs and cutting hair.

Well known technical journalist, Barry Fox brought a variety of hardware onto the stage to explain just how many advances Broadcasting is at the door of. The new Philips Compact video disc, and especially DAT which on a miniature tape already offers broadcast quality 2 hours of recording, with a Japanese manufacturer offering four hours and built in radio and clock-timer within months. "Digital Audio tape will not be stopped, despite the wishes of record companies," he told a hushed audience, "it can only be delayed".

Several delegates questioned him on the introduction of recording directly onto computer floppy discs, with immediate access time... this has already been done in the USA.

Nick Higham, another well known journalist spotted one thing the Green Paper didn't have which all preceding radio papers had contained, the Reithian values. Right since the beginning of broadcasting, Lord Reith's trilogy of values has been an integral part of all radio planning - Inform, Educate, and least of all, entertain.

"Everyone since has taken their cue from him. The Peacock Committee was a bunch of free-marketeters who believe the only way to judge something is by how much people will pay for it," he told us.

"Now in the Green Paper, Reith's values are not even given the

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scantest mention, and I feel this shows the extent of, and how big the changes which are coming are.

"I must ask why is it the government has decided to squeeze the BBC's finances, yet only the Corporation has Public Service Broadcasting as a duty.

"The pop pirates were the influence which made the BBC go generic in 1967, before then we had Womens Hour on the Light, and more music on the Home. I don't think that Newsbeat should even be on Radio One, and the fact that it is an indication of the attitudes which still permeate the BBC. Radio One should be Top 40 only.

"I don't think Radio One, if competing with a Top 40 formatted IFR will maintain its stranglehold on listeners for very long. As the BBC audience diminishes then it will become progressively harder to justify the license fee.

"You see, to get advertising at all, IFR will have to be mass appeal. From this I don't think we'll get specialist music on IFR at all, that will be eventually on DBS.

"What we will see will be lots of specialist stations on a local basis springing up around the UK.

"I fail to see why IFR should welcome the Green Paper. Their monopoly does them fine now, I cannot see many IFRs surviving, only the largest and strongest. The prospects for large numbers of small stations is not good. I am not clear there is the talent or expertise. Last week I was at the World DJ Convention, and there were about 100 out of 300 soul DJs there wanting to get onto the radio.

"I fear a lot of young people are going to follow the French example; over there most stations can't make a living and have banded into a few networks - such as the NRJ. This is just top 40 music, and it is not increasing listener choice. Listeners will not benefit here.

"Deregulation is going to bring in people who right now are barred from running stations. People such as

Robert Maxwell and Rupert Murdoch, and of course record companies. All these people have one thing in common: they have no such sense as guilt - the same as the pirates.

"The biggest restraints on radio are those concerning needletime.

"I am sceptical of the main thrust of the Green Paper which is that competition drives standards upwards.

Controller of Radio One, Johnny Beerling, disagreed with Higham, citing the competition between his own and the IFR networks Top 40 programmes which had driven up standards. Also he felt that as lots and lots of youngsters listened to Radio One and never any other station, then so worthy programmes such as Newsbeat, Action Specials etc did belong on the channel and not as Higham had stated.

Simon Cole of Piccadilly Productions, said that worthy programmes could also be the same as popular programmes, as indeed many of them did attract listeners to stations. He is certain that research shows things on drugs and AIDS do generate an audience.

Higham replied that in the USA this does not happen, and he occasionally looked at Billboard. One of its columns about tips for radio programmers rarely suggested running 'worthy' items.

Simon Cole retorted that it was dangerous to make a UK-US parallel as we have a different music radio culture. An IBA Radio Division spokesman quoted a poll of the Top 50 USA stations in terms of audience who all said that the socially aware qualities of much of their programming helped them get higher ratings.

Andre Leon of Central London Radio urged Nick Higham not to tar all prospective community radio operators as budding Soul Jocks, and said he had 46 presenters lined up already who would not be playing soul.

NOW RADIO

Roger Day, Programme Director at Invicta Radio Network in Kent disagreed completely with Nick Higham on deregulation, and copyright citing the Australian and US battles with bodies which had resulted in far lower rates being levied on stations for needletime. He disputed that the IBA could operate transmitters cheaper than the stations themselves, and said his station welcomed the opportunity to do more for itself.

Following the Hardware and Software segment, Tim Blackmore led a lively debate on the interaction of pluggers and records. Particular regard was paid to the future of the single. Why is it so important - or is it?

Julian Coupe of AM Records asked why the weekday programmes on all radio stations were so singles orientated.

For Radio Two, one of its producers, Dave Tredway claimed the station had become the market leader because it had moved away from singles, and yet its share was still rising - he thought they had about 15 million listeners.

Roger Day admitted he was a singles addict and always would be, but that the general public were also single orientated. The problem was that stations were governed by the chart, a Top 40 and not by the type of music. He lamented that record companies did not put enough effort into real record promotion - although his stations was close to London he rarely saw a plugger, although some indies and CBS were exceptions.

The debate moved around to the subject of old songs on the chart, especially Atlantic whilst VEA had asked that new music not old be pushed.

John Myer from Capital maintained he didn't push oldies, and when they were new they didn't playlist them.

Richard Evans of Epic Records regretted that the 25 to 45 year olds were totally ignored by radio - the kids and teenagers have Radio One, and Radio Two serves people from 50 to

death (or after!) but the Yuppies who buy lots of CDs and albums really need a station of their own. U2 were a perfect example - shipping hundreds of thousands of copies of their new album, easily outselling all the singles put together - but hardly a daytime radio play at all.

Bob Harris said the single "is at a crossroads. It has previously been a barometer, but now both here and in the USA the sales of the single are down to about 3% of the market."

He suggested most people didn't have the nerve to programme widely.

Many radio jocks and producers I spoke to felt that the single was the only thing pluggers they saw were really interested in. When they phone mid week to ask for help on various product, the push was only ever on singles, not albums by artists. Indeed many felt that young DJs seem to believe totally in singles, as if there is no other form of music available.

Jay Crawford of Edinburgh's Radio Forth felt that the chart was only really important to stations in the south East. He placed little reliance on it, particularly as it was based on only 20 return shops in Scotland and 120 in London. As the population make up was so different it had no relevance to taste or preference. "We should be making more of our 30 odd years Rock inheritance to draw on, and looking at music more as an art form".

David Lucas, MD of Ocean Sound felt that listeners would only tune in if they liked the sound of the station, and that meant familiarity.

Tim Blackmore put forward the notion that Britain's place in World Music, and the high esteem in which it was obviously held was due to the type of radio we have had in the past, ie with no commercial pressures.

Just as we were all dozing off, Julian Speer of A&M lit the fuse again claiming that a few stations were "progressively programming more

NOW RADIO

albums; but 30 % of singles sales are 12 inch singles yet were hardly played. BBC Radio Two is just passive entertainment, a channel for Mums and Dads and certainly not for record buyers (who the hell is it buys those Des O'Connor and Roger Whittaker records then, Julian?) I love that singles chart, its got vitality and its exciting; without it this business would be ever so dull." he enthused. He was supported by a lot of applause - notably from DJs and record company people.

The Programme Organiser from BBC Radio Derby, Nick Willmott made the most surprising suggestion for the success of the single when he put forward his theory that a pile of ten albums was far heavier to carry than ten singles, which understandably was met with cries of derision. He claimed his building was not large enough to store all those albums in, but said age had little to do with single or album as some delegates had suggested. His station targets 35 to 55 year olds as its audience but plays mainly singles.

In reply to Jonathan Morrish (CBS Records) questioned why there couldn't be an album show on Radio One on a Sunday morning. Tim Blackmore suggested it was because there wasn't enough dramatic movement in that chart to make it exciting.

RELAX - I WALK THE LINE

After lunch a panel of four made several points on censorship for music on radio, with particular reference to the 'Washington Vives' campaign in the USA for records to carry warning stickers warning prospective buyers of explicit lyric content.

Tony Hale and Tim Blackmore, both former Heads of music at Capital, Radio One's Stuart Grundy and Stuart Cosgrove of the NME led the discussions.

Stuart Grundy began by describing the activities of the BBC's 'Dance music policy committee' which was

responsible for restraining the Corporations programmers from July 1942 onwards. He stressed that the BBC library was not the most comprehensive library as many believed, for instance it does not contain the many 'Melodisc' risqué-reggae items, and the committee banned such delights as Mac The Knife, and the Coasters 'Charlie Brown', although on many occasions it was difficulties mis-understanding American slang that led to the dreaded sticker stopping airplay.

From 1961 the committee became known as the Popular Music Policy Committee, or PMPC, until May 64 when it handed such decisions to individual producers. "There is no list of 'banned' records at the BBC," said Stuart, "it's left entirely at each producers discretion."

The other Stuart, (Mr Cosgrove of the NME) then told how he'd infiltrated the PMRC (Parents Music Resource Centre) in Washington, which is largely run by the wives of various Senators, notably Mrs Tip Goer, and Mrs Baker to find out why they were attempting to stop offensive lyrics being used in rock.

Stuart said we are now in a moment of moralism, and that there was substantial internal pressure on broadcasters for whom morals were raising substantial problems.

He claimed that the main reason for the Tube being taken off by Tyne-Tees TV was intervention at Cabinet level, and that in general the 1980s were signalling the end for Freedom of speech in broadcasting. In addition he was pleased that "its no longer acceptable for broadcasters or publishers to perpetuate images which degrade women"

An excerpt from a recent Tony Blackburn programme on BBC Radio London was read from the stage. I'll repeat it for its entertainment value as many of us who live in the provinces get little enough titillation on our radios:

NOW RADIO

"I've had enough of you Mary Whitehouse clones. Just remember, this is PG radio. I'm sat here in my stockings and suspenders. If you don't like sex, just grab hold of your knob and tune in to Radio One - they need more listeners like you."

Tony Hale, now an independent producer said he was 'against censorship on lyrical content, as being a radio producer does not qualify one to be a censor'.

People tune in for the sound content, not the lyrics. "All you've got to do is play a happy tune. Forget the words, because to the listener its just the one that goes dum-tidum-ti-dum"

Roger Day, that boring man from Invicta Radio again (his words, and on this occasion I cannot agree with him) said that he told his DJs to never use language which they wouldn't like used in their front room at home, because thats where you were - in the listeners home, be it the bedroom or the bathroom.

He had banned the MAN TO MAN single because it had the word TITS very clearly in it, 'TITS an' a Gee-String' or something, but Jay Crawford interjected a little later to put him right. His Radio Forth had been playing it for ages, and he said the word was TIPS in a Gee-string, thus emphasizing that a lot of what were deemed smutty lyrics were only in peoples minds.

Jay continued "Most people just let the words go right over their heads, they dont want to understand any dubious hidden meanings." On the subject of allowing Jimmy Sommerville of the Communards on air to discuss sexual perversions and using explicit words Jay said that he probably would permit this, but that the IBA had never issued any guidelines on that so far.

Excerpts from Ian Dury's 'New Boots and Panties' album reminded Dave Ravens of his BFBS programme "Second Stag" which airs in the graveyard shift and on Royal Navy

closed circuit stations, probably the only station to have ever aired such. Dave suggested that this type of audience was yet another form of ethnic radio that had found a place for all that kind of stuff, at a time when "the brigadiers wife is not likely to be listening." He went on to say "The only people who tune in do so for that sort of stuff- they know where to find it"

Radio One's Johnny Beerling said his station was "a lot more free than we ever were. We hire young contract producers, who are ordinary members of the public before they join us."

Former Capital and Radio One man Aiden Day agreed with Johnny, "There is clearly an attraction in something seen to be illegal or naughty. Some years ago the IBA stopped me playlisting the Sex Pistols 'God Save the Queen' whilst I thought it a very OK record. The follow up, 'Holidays in the Sun' was not anywhere near so suitable yet the IBA had no objections. People such as the Washington Wives are nowhere near so in touch as are Music Producers"

BBC Radio London 'Black Londoners' presenter Alex Pascall quoted the Mighty Sparrows assertion, "The Vice is all in Your head", with which many agreed.

There followed a session by Charlie Gillett on Braver Broadcasting, new music, and so on, and then Paul Gambaccini interviewed Cliff Richard, and the floor put questions, about Cliffs experiences of Music Radio policy

He tendered some very controversial ideas, from the tongue in cheek plea for preferential treatment to lambasting Radio One's record choice.

TO BE CONTINUED

NOW RADIO

WORLD DJ CONVENTION

The World DJ Convention is an annual event organised by the D.M.C. - an international association of professional DJs run by Tony Prince.

The convention, at The London Hippodrome on Sunday March 8, was spread over two days this year, and culminated in the finals of the Worlds Master Mixing jock competition at the Royal Albert Hall in London at which many radio stations, both BBC and ILR took boxes for their DJ teams.

The part of the programme of most interest to the several hundred radio jocks present however is always the 'Radio Debate', which took place on Sunday teatime at the Hippodrome.

Chairing the debate was Radio One and BBC Radio London's Robbie Vincent, a fair arbitrator and expert at drawing out the controversial points.

His panel comprised Paul Rusling (the Radio Editor of the monthly MIX-MAG and veteran of a number of radio stations), Mark Fisher, the Labour party's spokesman on Broadcasting, Chris Carey - with experience of many radio stations including Radio Caroline, Luxembourg, and his own super pirate Radio Nova, Broadcast magazines Mick Higham and Roger Gale, formerly of Radio's Caroline, Scotland and 270 and the only DJ ever to become an MP and now a senior Conservative Party spokesman on broadcasting.

Many points were made by all panelists. Paul Rusling's impassioned plea that the authorities should finally allow the proliferation of radio stations bringing a wild round of cheering from the six hundred or so assembled audience.

Not all the panelists welcomed the Green Paper unreservedly; Mick Higham was concerned the UK would follow the French example where the 1500 or so stations had all grouped into just a few powerful networks. Mark Fisher did not approve of a few station

operators only being in radio to buy a brand new Porsche!

When Robbie Vincent asked for a hand-show of how many would like to present their own radio programme almost a half responded positively. A round of questions from the floor all seemed to be from London pirate jocks who were concerned that no-one seemed to recognise just how much a public service they offer.

FLUFF AWARD

A reception hosted by BBC Radio 2 was held in the Music Box at the Royal Festival Hall on the South Bank on Tuesday March 17th.

About 70 representatives from several ILR stations and the BBC attended and were welcomed by Bryant Marriott, the controller of Radio Two. After Peter Skellern performed several numbers on a broken piano (no sustaining pedal!) Derek Jamieson entertainingly harangued the audience asking "Just what is this radio game all about, and why am I on it?" Like all of us he couldn't answer it, and instead treated us to his own views of the medium, and his Radio 2 colleagues in particular before welcoming on stage the prettiest presenter present, Gloria Hunniford.

Gloria's role was to announce the Radio Academics' new award for the Most Outstanding Contribution to British Music Radio. To suitably surprise the recipient, a 1956 recording of him singing 'Unforgettable' was played, and a dazed and dumbfounded Alan Freeman was applauded forward to be the subject of a mini 'This is Your Life' tribute, which Gloria handled extremely well.

Some very early commercials Fluff recorded in Australia were rolled out, as he turned away, wept and banged his head against the wall, then followed a rare Light Programme recording of his introduction to

NOW RADIO

Britains listeners by David Jacobs (also present and highly amused). Some very skilled editing then married one of his sixties chart run-downs with the same thing from his programme on Capital Radio last week (all over the 'Sign of the Swinging Cymbal' of course), and finally Peter Brice, the Commercial Director of Fergusou (who were generously sponsoring the Radio Academy's 3rd Music Radio Conference) presented Alan with the golden microphone award.

Alan was very touched to be so highly thought of by his colleagues and contemporaries, he was warmly congratulated by Radio One Chief Johnny Beerling and I've no doubt that the trophy now has prime place in his home.

NEW LAW IS NOT DIRECTLY DESIGNED TO HIT AT PIRATE RADIO

The Government's Territorial Sea Bill has received its first reading in the House of Commons, after passing through three readings in the Lord's.

However, speculation that the Bill, designed to extend United Kingdom Territorial Waters from the present 3-nautical miles to twelve, was a measure to prevent commercial radio broadcasts from the (Principality of) Sealand, and to make the existing offshore radio ships move further way from the UK coastline, have been somewhat dashed by a spokesman from the Foreign & Commonwealth Department.

The Foreign and Commonwealth office claim that the legislation is being introduced to bring this country into line with one hundred other nations or states which either already have extended their own waters to 12-miles, who intend to do so (as part of a proposal in the Law of the Sea Conference - which Britain has not signed yet), or land-locked States which agree with having wider territorial seas.

The Government believes that by extending the Territorial Seas,

Britain will be able to take more action against ships which discharge oil and cause pollution. It will also allow the authorities to implement the 'rules of the road' (shipping lane conduct) in such busy places as the English Channel. Customs officers will also be assisted in their task of catching smugglers.

BBC FIGURES UP

Audience figures for BBC Radio, for the fourth quarter of 1986, show that 39 million people listen to some radio during the average week.

The most popular station is BBC Radio One, reaching a weekly total of 17-millions.

The total audience for all BBC services is some 33 million.

NEW SALES OP

Piccadilly Radio, Manchester, has teamed up with the Media Sales Bureau to form a new sales operation for Independent Radio.

The new company is called Sound Advertising Sales (SAS). The Chairman of SAS is Bruce Mathews.

The company has stated it wishes to help push commercial radio's annual advertising revenue up from the present 1.8% to around 3.5% by 1990.

SAS says it will mainly reach this goal by pulling in more local sales revenue.

IMPORTANT NOTICE

UNTIL NEW ARRANGEMENTS HAVE BEEN MADE, MAIL FOR THE ASSOCIATION FOR BROADCASTING DEVELOPMENT (ABD) SHOULD BE SENT VIA NOW RADIO NEWSLETTER.

ADDRESS YOUR MAIL:

ABD

C/O NOW RADIO

PO BOX 45

KETTERING

NORTHAMPTONSHIRE

NOW RADIO

AROUND THE CLOCK FOR RTE RADIO

RTE Radio 2 will broadcast 24-hours-per-day from the end of May having received approval from the States Communications Ministry.

Radio na Gaeltachta and the RTE Cork local radio service have also been given permission to extend their hours of broadcasting.

The Ministry also gave its approval for an extension to RTE's FM3 service of serious music and drama.

DELAY SOUGHT

Capital Cities/ABC has asked the Federal Communications Commission for an extension of the deadline by which it must sell seven of its radio stations.

Regulations prohibit the joint-ownership of radio and television stations in the same market but the FCC has indicated that it may consider relaxing these rules for AM stations which are facing strong competition from FM's.

Capital Cities/ABC must sell four AM stations and three FM's and has asked for the deadline for the sale of these stations to be deferred in the light of a possible change in the FCC regulations.

VIACOM POST

William Figenshu has been named as Vice-President of the Viacom Broadcast Group and President of Viacom Radio.

Viacom Radio operates eight stations in New York, Chicago, Washington DC, Pasadena-Houston and Memphis.

RELAXED AUSSIE RULES

The Australian Government has simplified the procedures for the awarding of new commercial radio licences in country areas. The reason is to allow development in this area as fast as possible.

Meanwhile, the cities of Geelong, the Gold Coast, Gosford and Shepparton are also to be covered by four new FM permits.

There is to be an inquiry to decide whether new licences might be viable for the Moree and Alice Springs districts.

NEWS?

PHONE (0536) 51 44 37
NOW RADIO NEWSLETTER

SPECIAL EVENT RADIO FOR COLCHESTER

Britain's second Community Radio experiment under a Home Office Special Event licence will take to the air this summertime in Colchester.

Castle Radio aims to provide a service receivable in Castle Park, Colchester during June.

Castle Radio was one of the Community Radio applicant groups for the licences which were to have been issued by the Home Office last year.

The group still intends to provide a community radio service under the new conditions which have been outlined in the recently published Green Paper.

The first community radio station to broadcast under a Home Office Special Event licence was Radio Thamesmead.

Radio Thamesmead broadcast last year. It is normally a cable radio operation.

Both stations are members of the Community Radio Association.

NOW RADIO

INDIE REQUEST BY SRI LANKANS

Sri Lanka's Independent Television Network (ITN) has applied for a licence to operate a limited commercial radio service.

ITN say they want to launch an FM service during the hours when the frequencies are not in use for tv transmissions.

The company says it hopes to be able to increase its revenues by the introduction of the additional radio service.

RADIO PIONEER DEAD

Britt Vadner, the Swedish commercial radio pioneer, died Friday March 13, 1987 at her home in Bastad, in the South of Sweden. She was 72.

Her initial involvement in broadcasting came in the production of experimental Swedish-language programmes which were broadcast by the Danish-owned Radio Mercur.

The success of these programmes lead her to purchase the vessel Cheetah 1 when it was put up for sale by the Mercur organisation. That was in February 1962.

Radio Syd went on the air and within a short period of time became a household name with millions of people in Sweden.

Despite the introduction of anti-offshore radio legislation, Radio Syd continued to broadcast. Mrs Vadner was sent to jail several times. Such was her personal devotion to the ideal of Radio Syd she continued to operate the station - indeed from her prison cell when she was detained by the Swedish authorities.

In time the Cheetah 2 came up for sale from the Mercur organisation and again it was to become homebase for Radio Syd.

Early 1966 saw Mrs Vadner offer her ship to Ronan O'Rahilly when Radio Caroline South, aboard the mv Mi Amigo, was washed aground at Holland-

on-sea, Essex. Radio Syd had been forced off the air by heavy pack-ice in her normal anchorage off Malmö, Southern Sweden.

O'Rahilly accepted Mrs Vadner's offer and Caroline South was able to return to the air much faster than had originally thought. It allowed Caroline to send the Mi Amigo to Holland where a brand-new 50kW Continental Electronics transmitter was installed.

On completion of her duty for the Caroline organisation, Cheetah 2, was taken to Harwich and offered for sale. The Admiralty Marshal pinned a writ on the vessel and she was detained for a while. This didn't stop several offers being considered, including one project which may have resulted in Radio 390 opening up a station for the North of England aboard the ship.

At the end of the day the ship was taken by Mrs Vadner to Gambia - a popular tourist centre for many thousands of Scandinavians.

Radio Syd recommenced broadcasting from the harbour of the Gambian capital, and provided programmes in the local languages, English, Swedish and Danish.

Radio Syd moved ashore to landbased studios in time and the ship was sold for use as a floating restaurant. In time the then unseaworthy vessel was abandoned in Banjul harbour.

Britt Vadner retired in 1980, though Radio Syd continues to provide its services to The Gambia to this day and proves to be a popular attraction for hundreds of radio enthusiasts from all over the world.

NOW RADIO

CRA MEETING

Around sixty members of the Community Radio Association, from as far afield as Edinburgh and Bristol, met in Llandudno, North Wales, over the weekend of 14/15th March.

Discussion centered on the Government's Green Paper and how to respond to it.

Much concern was expressed that the Green Paper did not seek to distinguish community radio (as the CRA defines it) from Small Business Radio. They felt that overall the Green Paper seemed to concentrate too much on the national commercial radio issue.

However, it was agreed that the Green Paper did not exclude the possibility of CRA-type stations.

A timetable was worked out for replying to the Paper and the main points which it was agreed should be raised with the Home Office included the fact that members were unanimous that the IBA should not run Community Radio. Neither did they wish to see the Cobl Authority oversee it. The CRA again spoke of a new and separate body which it says could be called The Community and Special Broadcasting Agency.

They saw the new radio authority then dealing with commercial local radio and the BBC continuing to oversee its own operations.

The CRA members present also thought there should only be one authority to issue frequencies, as opposed to having two (the BBC and a new radio authority) to issue frequencies.

The clause in the Green Paper on public body funding has also drawn concern from the CRA and this was another of the issues discussed at the North Wales' meeting. The Association feels that unless the legislation is carefully amended financial assistance from such as the Manpower Services Commission would not be possible for future local broadcasters.

THINKING LOCAL

Responding to criticisms that Independent Radio only reached 45% of the population, Terry Bate, Chief Executive of Broadcast Marketing Services (BMS) told the recent meeting of the Media Circle, "The actual buying process is local."

He said that radio is most effective as a local medium and it really was about time that advertisers realised its potential to achieve national aims at a local level.

Bate told the meeting that every product or manufacturer has local differences which cannot be identified in national network campaigns.

He said "At the local level, radio has the power to change hearts, minds and buying power..."

He also claimed that, with the exception of the five biggest commercial stations in the IR system, local airtime was often sold for double the rate being charged to national clients. He claimed this was an endorsement of commercial radio's sales power.

CAPITAL COMEBACK

Capital has hit back at claims that advertising clients do not listen to radio.

A survey, conducted last October/November, only just released following the claim made at the Media Circle's recent conference, shows that 60% of senior advertising agency and advertising personnel in the London region listen to Capital.

BEEB #2

For the record, Mr John Birt has joined the BBC as Deputy Director General.

He joined the BBC after 22 years in commercial television.

NOW RADIO

ROSS APPOINTMENT

Robin Ross is leaving Red Rose Radio (Preston) to join Piccadilly Radio as their new Head of Music.

Ross, prior to Red Rose, where he was most recently midday programme host, was with Radio Caroline.

LOOSE ENDS

The quote to end all quotes for this issue of the newsletter has to be one from one of the very, very senior chaps from the Independent Broadcasting Authority at a recent do in London town. We would not like to say who it was, but the statement, made, we understand, in complete confidence to a friend was, "I think the IBA is on it's way out of radio... I'm looking for a new job...."

Bruce Mathews, former head of Rupert Murdoch's News International, is not only heading (as Chairman) the new venture of Piccadilly Radio and Media Sales Bureau, Sound Advertising Services (SAS) but he's heading a new company which is looking at was certain Australian companies can invest in UK businesses. One of those companies has a cool \$20-plus at its disposal!.....

Talking of SAS (and isn't everyone this week?!) they will be selling both airtime on radio and newspaper space as special joint-packages.....

And more from SAS (where they're looking for a Managing Director) Piccadilly has a 26% stake in the company....

Despite the negative comments from some quarters, it appears that the breakaway SIRS (Scottish & Irish Radio Sales) is doing well. Revenue on stations served is up thirty percent in the first two months of this new year, compared to the same period last year.

Meanwhile, County Sound, down in Guildford, says it has seen national sales up by around 50%, for the period covering October - December. They're now being repped by that London station, Capital.....

victim of the JICRAR results and the special reports contained in this issue, is our L.A. man, Dan O'Day. He will be back, with another interesting article, in the next issue. Still, we have more than a page of radio news for you, don't we?! oooops!.....

A brief summary of some of the news from the radio world can be heard from 2pm Saturday until 9am Monday by calling our NOW RADIO NEWSLINE on (0536) 51 44 37. You can also leave messages and reports during that time, at the end of the bulletin. Otherwise, give us a call in office hours - and many an evening on the same number.....

Radio Caroline engineers have sorted out most of the 'splattering' problems with their signal on 558 after various requests from a number of quarters. Well done, lads!.....

Could soon be one, maybe two, new radio services coming from the n.v. Communicator, home of Laser Hot Hits! Watch this space, as they say!.....

Any DJs fancy a year working commercial radio in Thailand? Great money on offer. Call us for details. 12-month tax-free contracts on offer. Daily 3-hour airshifts.....

2CR, Bournemouth has a vacancy for a Traffic Manager.....

Radio Tees is looking for a Presenter.....

We're back in a fortnight! Any suggestions, contributions, renewed subscriptions, stories about a Chiltern/Saxon link welcomed!!!