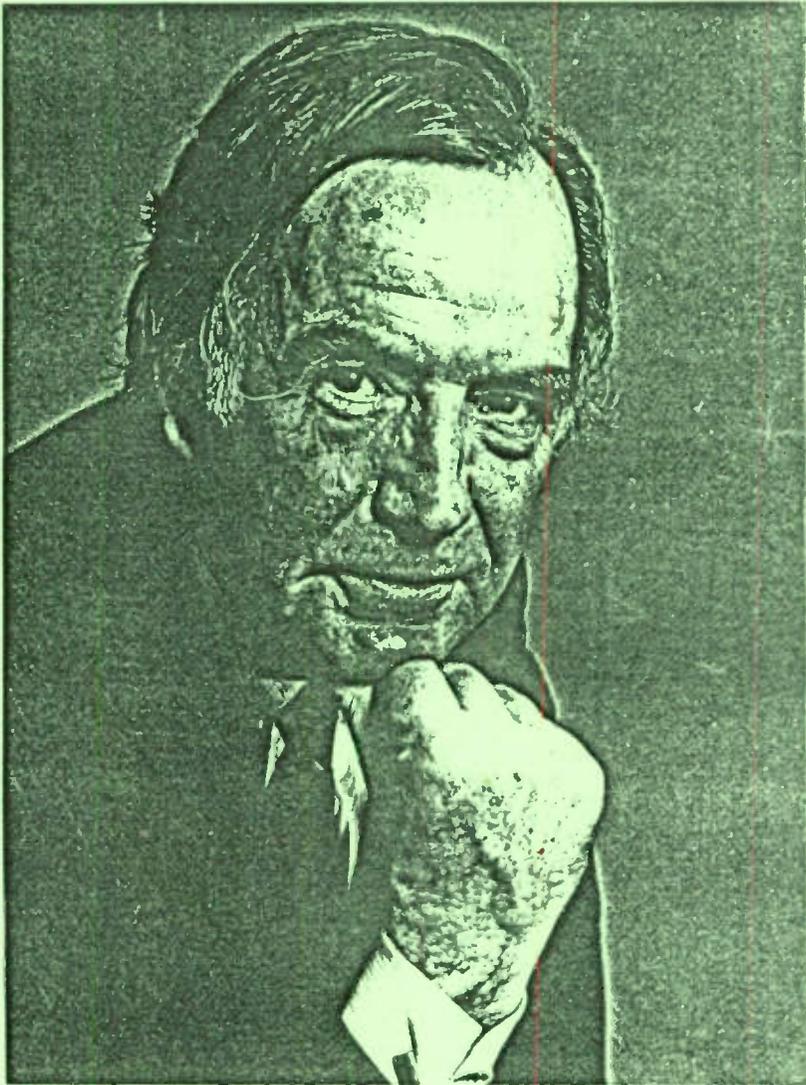


NOW RADIO

EVERY FORTNIGHT

ISSUE # 26

MAY 5, 1987



NOW RADIO

Editor: HOWARD G. L. ROSE

**Contributors: CHRIS ANDREW JOHN LEWIS PAUL EASTON GAVIN COOPER
BARRIE JOHNSTON STEVE HAMLEY ROB CHAPMAN CLIVE GLOVER**

United States: GRAHAM KENNEDY

EDITORIAL COMMENT

ISSN 0951 - 7901

TELEPHONE: (0536) 51 44 37 (24 Hours)

TELEX: 8951182 GECOMS G (NOW RADIO)

FAX: (01) 318 1439

PO BOX 45, KETTERING, NORTHANTS, NN16 0NW

UK ORDERS: NOW RADIO, FREEPOST, KETTERING, NN16 0BR

THIS ISSUE DATED TUESDAY MAY 5th 1987

NEXT ISSUE WILL BE MAILED (FIRST CLASS) TUESDAY MAY 19th

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The top-rated New York radio stations are both News Radio format operations...When Gordon McLendon arrived at the original Top-40 format way-back, he insisted that News had a prominent role - and was transmitted every twenty minutes.

Anybody who thinks that UK radio stations can get away with running down their news operations should quit today and find work in another industry.

In the future competitive marketplace, the listener will soon realise which stations really care about the programming they offer - and which are truly on-the-ball with the community they serve.

HOWARD G. L. ROSE

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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

Published by: Now Radio Communications, P.O. BOX 45, Kettering NN16 0NW
Telephone: (0536) 514437 (24 hours)

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NOW RADIO

ANOTHER DELAY FOR RADIO LEGISLATION?

The Association for Broadcasting Development has learned recently that the proposed radio broadcasting legislation will now not be passed in the forthcoming Queen's speech to Parliament, as had been expected.

Senior Ministers have drawn up outlines for the Queen's speech and these are thought to include Education and Rates Reforms, further Trade Union legislation and privatisation of the Water Authorities.

This comes despite assurances by the Home Secretary last February to give radio some kind of priority in the legislative process.

It seems the radio issue will now be held up until the Green Paper on Television has been published and the appropriate consultative process has run its full course.

"Naturally the ABD is very disappointed indeed and many members are angry at what they see as a totally unnecessary delay," said Paul Boon, speaking to NOW RADIO yesterday.

"However, time-tabling is one of the matters we plan to discuss with members of the Home Office when we meet them on May 15th," he concluded.

COMMUNITY RADIO ASSN SPLIT LIKELY OVER BLACK ISSUE

The Community Radio Association is being forced into holding an Extra-Ordinary General Meeting toward the end of this month by its Black Section.

They are demanding that Black community radio stations are given priority over any other ethnic group or interest for getting on the air legally after deregulation, following the Green Paper proposals being in to force by the Government.

The move is bound to lead to a number of member applicant groups leaving the CRA if it is followed through by an EAGN. NOW RADIO

understands that at least ten groups are primed to quit the movement - and a number of senior figures in the association are also enraged at the move by this element.

"It's disgraceful that this group feel that they should be given such preferential treatment over other members in what is supposed to be a democratic set-up." Said one CRA member.

"This group, which includes mainly left-wing radicals, want to be given extra special treatment above any other group...white, Asian, Greek, Turkish, Arab, whatever...if they push this idea through it will be the end of the CRA as we know it," he continued.

DEADLOCK IN LBC/IRN TALKS

Talks aimed at reaching agreement between LBC/IRN management and union leaders broke up late Friday night with still no agreement reached.

The Unions have so far only accepted the losses of 12 jobs - 8 journalists and 4 engineering posts. The company wants a total of 34 jobs lost.

The management have made a pay offer amounting to 3%, whilst the unions are calling for 5%.

One figure which has been agreed by both sides is the management offer of a special one-off payment to all staff who remain with the company for accepting new technology. That would amount to a 4.5% bonus.

A special one-off payment from management to all staff remaining instead of allowances of £1,650 has been rejected by the unions. They want the figure hiked to £2,000.

The process has now gone to ACAS, with further meetings due this week by union leaders to discuss the latest position.

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IBA TO OFFER SERVICES

The IBA is set to offer a range of services on a commercial basis to New Entrants following deregulation.

It will offer planning, provision, installation and servicing of transmission equipment to stations from its engineering headquarters, which are located at Winchester, Hampshire.

AIRC, the trade association for IR stations, has already indicated it would consider a similar move.

NEW PRESENTER NAMED FOR LEEDS

Tim Dower has been named as the new presenter for BBC Radio Leeds' breakfast programme. He joins The Voice of West Yorkshire from BBC Radio York's afternoon drive airshift. Prior to that he worked on a number of London pirate stations.

Dower's arrival on the a.m. drive shift will also see Radio Leeds shifting away from speech/information content on that programme and towards more hit music - and thus programmed to directly compete with the city's other local station, commercial Radio Aire.

DTI IN BIG LONDON RAIDS AGAIN THIS WEEKEND

DTI officials raided many of London's pirate radio stations this past weekend - though leaving alone certain operations located in 'difficult' areas.

Amongst the stations not raided were JBC (Brent) and RJR, located on the Broadwater Farm Estate, Tottenham.

Following recent raids Starpoint FM has said it will not be returning to the air.

MORNING JOCK LEAVES HOT FM

David Prever has broadcast his final 10am - 2pm airshift for Northants 96. He has moved to GVR where he will present the breakfast programme.

Prever, who started his career at Radio Top Shop (Oxford Circus and West One), was with Hereward Radio's Northampton operation until it was taken over last December by the Chiltern Radio network.

Other departures from that station recently include newsroom staff Sue Owen and Mike Day.

ANOTHER NAIL IN NEEDLETIME COFFIN

As a result of its meeting last Friday with the Musicians Union, The Association for Broadcasting Development (ABD) now has terms of reference which could lead to the scrapping of needletime.

At the meeting between Paul Boon (the ABD's Chairman) and John Mortimer, General Secretary of the Musicians Union, the practicalities of 'greater flexibility' (as the Green Paper describes it) were discussed.

This follows on from a meeting with Phonographic Performance Ltd (PPL) and correspondence with Performing Right Society (PRS) - all of which centered on allowing broadcasters to play more records.

"I am satisfied that continuous music can become a reality and will fulfill their role alongside other categories of radio stations," said Paul Boon.

"Naturally the ABD realises that agreement in principal and the negotiations and finalising of acceptable terms are two different things. At least the ABD now has a firm base on which it can build when representing the interests of radio's would-be New Entrants."

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RED ROSE IN YORKS MERGER

The Boards of Red Rose Radio Group and Viking Radio Group have agreed in principle to a merger of the two companies - making it the biggest single radio grouping in British commercial radio.

Red Rose consists of Red Rose Radio (Preston/Blackpool), Red Dragon Radio (Cardiff/Newport) and Radio Aire (Leeds). Viking consists of Viking Radio (Hull), Radio Hallam (Sheffield) and Pennine Radio (Bradford).

The two companies are now using the services of an independent professional advisor to work out the precise terms for the merger.

The arrangement is also subject to approval of the IBA.

In a statement issued jointly the two operations said "In arriving at the decision in principle the boards of Red Rose and Viking have considered the opportunities likely to be presented to the industry in the next few years. They have concluded that, if these opportunities are to be grasped, substantial financial resources will be necessary. They believe that their own companies will best be able to obtain the necessary funds if they are part of a larger business with a larger capital base, substantial profits and a public market in the shares."

Red Rose had already announced it will float on the Stock Exchange later this year.

Michael J Mallett, Chairman of Viking, told NOW RADIO the merger would mean one major company owning a series of smaller companies which operated radio stations.

Asked whether the merger might affect programming output he said that there were already plans to link Pennine (Bradford), Viking (Hull) and Hallam (Sheffield) between 8pm and 6am daily. "Whether Aire decide to come in on this arrangement, I don't know yet..." he said.

Owen J Oyston, Chairman of the Red Rose Radio Group, told NOW RADIO that his company was very concerned that the local identity of the stations in his group was maintained. "The merger will not affect individual stations - they will be operated locally on a day-to-day basis, but they will be able to draw upon a central pool of expertise."

Asked whether Radio Aire would join the night-time linking of programming with Hallam, Viking and Pennine he said; "It seems inevitable it will..."

A six-person board of directors would be established to control the new company. Owen Oyston and Michael Mallett would be joint co-chairmen. There would then be a non-executive director representing each side, an independent non-executive director and a group managing director - who would be David Maker, managing director of the Red Rose Group.

For the Viking Group, Roger Brooks has been named as their Group Operational Manager. He was managing director/programme controller of the Hull station. Prior to that he worked for Radio Hallam.

Outside of the two London IR stations, Capital and LBC, the new group would be the biggest UK radio operation, with a potential audience of around five million.

John Foster, the National Union of Journalist's broadcasting officer has requested a meeting with both sides in the merger plan - but says that he and his union would welcome the arrangement if it meant that his members' positions would be safeguarded.

The Red Rose group has already announced its intention to bid for a national commercial radio permit, with the Australian company, Chalford Communications.

Michael Mallett believed that the merger would also allow the company to become involved in commercial and community radio at home and on the continent.

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LABOUR REJECT DEREGULATION

The Labour Party would oppose any deregulation of British broadcasting and look towards greater control of the medium, if elected at the General Election.

Whilst offering their support for the prospect of community radio development, the Labour Party would only permit ethnic groups and other minority-interests a share of the wavebands.

They wholly oppose the recent proposals of The Government to deregulate the airwaves and offer consumers choice in their listening, broadcasters greater choice of employment prospects and hundreds of new local radio services - let alone any kind of national commercial radio station.

The Labour Party says it would seek to ensure that new community radio stations would go to what it describes as "those who had a genuine desire to communicate rather than a genuine desire to make money."

"We are extremely concerned that the recent free market initiatives in France show only too clearly the dangers of a deregulated community radio system and a Labour Government would proceed in the UK by re-regulation not deregulation," said Mark Fisher, the Labour Party shadow spokesman for the Arts and Media.

Fisher has also written to Mr Douglas Hurd, the Home Secretary, asking the Government to keep its promise to compensate community radio groups who applied for the cancelled experiment in 1985.

A total of 18 CFA member-groups (a minority of the 260-plus applicants) sent the Home Office Minister, Giles Shaw, accounts amounting to £287,462, for finances spent on applications.

"The Government is morally, if not contractually, obliged to recompense them for the losses incurred," said Fisher in his letter.

CASTLE WILL BE UK'S FIRST PROVINCIAL COMMUNITY STATION

Castle Radio has obtained a Special Event Licence from the Home Office and is aiming to provide the first provincial example of legal community radio broadcasting.

The station will broadcast from a studio located in Castle Park, Colchester and will provide a service between 11 - 14 June for the Arts Festival (organised in conjunction with the Colchester Arts Centre) and 25 - 28 June for the Summer Show and Caring Town Exhibition.

Castle Radio, for the Arts Festival, which it is co-sponsor, will broadcast live and feature interviews with participating acts, plus other items including news, dedications, music and competitions.

The first Home Office Special Event licence was issued to a religious festival in 1984 when the organisers felt that a public address system would be inadequate in serving the needs of such an event. After the success of the special station during that event, 25 similar licences were offered last year as a part of a two-year experiment. They were used by radio stations established at Brands Hatch, Silverstone, Glastonbury Festival, Cowes and the Tall Ships Race. A further 25 licences were put on offer for this year.

Castle Radio was formed under the direction of Des Sheppard to apply for a community radio permit for the Colchester area in the Government experiment which was scrapped last year.

The Home Office licences state that broadcasts should only cover the immediate site of such events - though experience in past operations - shows that signals can often be heard many miles from the transmitter site.

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CHRIS MASON

Chris Mason, the man who headed GNS, the BBC news operation, has died suddenly.

Mason joined the Corporation in 1963 as a Sub-Editor from a position in the Press Association.

Prior to that he was at the COI (Central Office of Information) and the Stoke Sentinel, where he worked his way up to the position of Senior Duty Editor.

Chris Mason leaves a widow and two sons.

BRITISH AUTHORITIES FISHED PIRATE RADIO DOCUMENTS FROM SEA IN BATTLE AGAINST STATIONS

DTI officials monitoring those involved with the offshore pirate radio station Laser Radio fished documents thrown overboard as rubbish from the North Sea in an attempt to compile enough evidence to prosecute British subjects involved with the station whilst it was broadcasting between May 1984 and November 1985.

The DTI officials aboard the chartered Diopric Surveyor, the 'spy' ship posted near to the two offshore ships, Communicator (housing Laser) and Ross Revenge (housing Caroline and Monique) managed to recover memos, telex, programme missives and confidential letters from the stations bosses. They also took from the High Seas letters from listeners and discarded food containers and boxes in an attempt to discover more about the station.

Investigators have also managed to obtain documents relating to businesses and individuals with no connections with either of the offshore radio ships. Names, addresses and businesses mentioned in any communication found in a number of people's homes, offices and in the open sea.

DTI officials attended more than one hundred Laser Roadshows - even though these are supposedly not connected with the radio station Laser. Transcripts of deejay's talking to the public attending such events, jingles played and promotions aired at such event have all been compiled ready for the major court case which is due to begin at a Kent Magistrates Court on May 15th.

Personal files, bank statements obtained, copies of confidential letters, recordings and telex communications have been obtained in an attempt to produce evidence against a number of people.

There have been allegations that telephones may have been 'bugged' and even offices used by people thought to have involvement with the pirate stations being under surveillance.

There the DTI is expected to ask for a postponement of the case until September. Then, as the matter will be going to the higher court, it may be nine months to a year before the case begins in proper.

We understand that the DTI may be pressing for jail sentences on at least three people accused under the terms of the Marine Offences Act 1967. They want them sent down for the maximum term of two years.

The Marine (Broadcasting) etc Broadcasting Offences Act 1967 makes it an offence for a British subject/citizen to work for, advertise on or supply an offshore radio station. It also makes it an offence to publicise or promote the certain matters relating to such stations.

Time Out, the London listings weekly, is being charged with publishing the frequency of Radio Caroline.

NOW RADIO

CRISIS, WHAT CRISIS?

CLIVE GLOVER
For NOW RADIO

'Radio in Crisis' was the title of the session at the Purcell Room in London's South Bank on April 23, but hardly anyone seemed to think there was a crisis. The event was organised by the National Sound Archive and comprised a panel chaired by Phillip Whitehead and an audience of several hundred people interested in radio - mainly the same people (including me!) who have recently been rousing round to a whole series of such discussions provoked by the Green Paper.

The panel comprised Bill Coppen-Gardner, Managing Director of LBC/IRN, Jocelyn Hay of The Voice of the Listener, Bevan Jones, Chair of the Community Radio Association and Brian Venham, Managing Director of BBC Radio. They had very little new to say and it was perhaps more interesting to note the degree to which there was substantial agreement amongst panel members than to note the differences...

Firstly, there was unanimity that the Green Paper would lead to more radio and a greater diversity of programming and that this was a Good Thing. All agreed that a particular requirement was for more 'ethnic' programming (with both the duopolists agreeing that their current output of a few hours of such programming was totally inadequate in the face of demands from ethnic communities who feel alienated from existing radio broadcasts). In response to a question from the audience, all agreed that the BBC and IR were not doing enough to train new reporters and broadcasters, especially from minority groups.

Interestingly, (and in line with what one would expect from those about to lose their privileged positions as the only broadcasters) Brian Venham and Bill Coppen-Gardner went out of their way to argue that BBC Local Radio and IR stations were not in

competition with each other: BBC policy was to make their local stations sound different to IR stations in the same area. IR stations considered themselves more in competition with other local advertising media, such as local newspapers and TV. The audience reaction suggested this view represented something of a minority - perhaps a minority of two.

There was a long discussion about what form any national commercial stations might take (Commercial Radio One? National LBC? Specialist music, such as jazz? A 'Channel 4' with programmes provided by independent producers?) No conclusions were reached, and the discussion was finally ended by Bevan Jones, who made the point that most of the public interest was in the possibilities for neighbourhood and community radio, while the existing industry only seemed interested in the new national networks: it remained to be seen which made the most impact.

The only member of the panel convinced that there really was a 'crisis' in radio was Jocelyn Hay. She argued strongly that the BBC and IR were being extremely complacent about the implications of the Green Paper. She felt that the likelihood of competition for Radios 3 and 4 and the squeeze on the BBC's finances (caused by the indexing of the licence fee to the Retail Price Index) would mean a gradual reduction in the output of radio drama and other quality programmes. At the same time, there was little possibility that the new stations would produce such programmes in the new competitive market that would result from the implementation of the Green Paper's proposals. It was clear that a substantial proportion of the audience agreed with her analysis, but many thought such developments to be inevitable.

Brian Venham, in seeking to refute the accusations of complacency, made

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a number of comments which shed some light on the BBC's attitude towards the Green Paper. He said he was not worried about increased competition as he thought it would be mainly providing programming different to that which the BBC would continue to provide under its 'Public Service' responsibilities (ie quality programmes such as drama). There would be few new jobs for 'creative people' in the new independent radio sector. He said that there could be funding problems as some time in the future, but that the BBC regarded the Green Paper proposals as just the starting point for negotiations with the Government. For example, the BBC did not think it should end all simulcasting, nor did they intend to give up one of their VHF/FM national networks (and would offer a MV one instead). It was a long time to 1995, he said, and the BBC regarded everything as negotiable...

CAPITAL CASH

Capital Radio has launched its biggest-ever cash giveaway quiz in an attempt to strengthen listening figures during the breakfast programme - now hosted by Chris Tarrant.

The station is offering a top prize of £5,000 in the promotion. A listener is asked three questions - and the prize money increases by £1,000 a week - until it's won.

Tarrant took over the breakfast shift on March 2, from Graham Deane. The station claimed the listening figure at that time was 1.2 million - and they hope to build on that figure with the current promotion.

NORTHSOUND HIRES IMAGE BUILDERS

NorthSound Radio has appointed local advertising agency Woolward McCann to work on a number of special promotions geared to increasing awareness of the station

- particularly within the business community.

NORTH WEST PIRATES PROSECUTED

Classical Music loving neighbours of DJ Keith Allen complained to the Department of Trade's Radio Investigation Service of interference being caused to their enjoyment of FM transmissions of BBC Radio Three.

When the RIS raided Allen's home in Devonshire Road, Birkenhead, they found him broadcasting without a licence.

Allen, 27, admitted three offences on different dates of using wireless transmission equipment without an official permit.

He was fined £160 with £75 costs. The court also ordered his equipment to be forfeited.

George Sale, Defending, said the equipment was worth £350. He also said Allen now realised how wrong he had been operating the pirate station and he apologised for the interference to Radio Three.

Christine Bradley, for the prosecution, said Concept Radio was operated by Allen as a hobby.

And 22 year-old Andrew Dobbing found broadcasting without a licence as a way to pass time whilst he was on the dole, in court.

Dobbing, 22, of Heatherland, Woodchurch on The Wirral, an electronics enthusiast, operated Radio Julie under the 'stage name' Andy Davis.

He was discovered broadcasting without a permit by RIS officers in flats at Ford Towers, Birkenhead.

He continued to broadcast after the first raid, after which he was interviewed. Another raid followed six months later.

He admitted using wireless telegraphy equipment without a licence.

Sentence was delayed for a month for a social report.

NOW RADIO

WILL POLITICAL PIRATES JOIN IN GENERAL ELECTION?

NOW RADIO CONTRIBUTOR

As the General Election approaches, a number of existing unlicensed stations and disaffected groups (including some of the politically-minded community and ethnic groups) are likely to be approached and asked to broadcast items pro- and anti-various political parties and candidates. Although there were a few unlicensed stations operating at the time of the last General Election (June 1983), the position is quite different now, with perhaps 120 active groups throughout the country already broadcasting, many on a daily basis.

During the recent General Election in Ireland, Sinn Fein set up their own pirate station and broadcast propaganda both for their own candidates and against the Government. None of their candidates received any significant support and no action was taken the station, which closed down immediately after the election.

However, it is almost certain that any station broadcasting political propaganda during a British General Election would find itself receiving considerable attention from the authorities. Any candidate in the UK General Election who received support from an unlicensed station could be challenged by his or her opponents and, quite possibly, disqualified. Such stations would also play into the hands of those members of Parliament who still distrust groups wanting to set up their own stations - not to mention the BBC and IBA who would, no doubt, seize on such an opportunity to argue they should retain their stranglehold on the radio industry..

London's Solar Radio is currently running a promotion suggesting that their listeners should ask all their local candidates in the General Election what their policy is towards the licensing of more radio stations

such as Solar (a specialist music station). This is carefully worded to avoid being seen to favour or oppose any particular party and is probably acceptable to the authorities (apart from its source!!). But any station that goes much further than this can expect a knock on the door before they can say 'Freedom of Expression.....!'

COMMUNITY RADIO EIGHT YEARS ON

*CLIVE GLOVER
For NOW RADIO*

Many groups and individuals throughout the country are keen to run their own Community Radio stations and are now impatiently waiting for the General Election and for the newly-elected Government to pass the necessary legislation. Most such groups have members already experienced in some aspects of running a radio station, perhaps through hospital or student radio or working for existing BBC or IR stations - or, of course, their unlicensed rivals.

Nevertheless, actually running a real radio station on a day to day basis is going to be a major undertaking. It seems likely that many of these stations, after an initial burst of enthusiasm, will become something quite different to what their founders are hoping: some may fail completely, others may degenerate into exactly the 'pop and prattle' that their detractors already claim they will become. The chances of such failures will be even higher in the extremely competitive marketplace envisaged by the Green Paper.

So, could a Community station survive in a deregulated market? The answer is most definitely, yes. The total absence of regulations governing local radio in the Republic of Ireland (for various historical and political reasons) means that they have a totally deregulated

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market for radio. Anyone can set up a radio station anywhere in the country, choosing their own frequencies, transmitting powers, format, advertising rules, etc. There are over 80 such stations throughout the country (around 20 in the Dublin area alone) and Community Radio is not just surviving - but thriving! I recently visited perhaps Ireland's best-known Community station - BLB, to see how:

BLB is located in Bray, County Wicklow, a seaside town of around 40,000 people located 12 miles South of Dublin. The station broadcasts on 657 kHz MV and 97.8 MHz FM Stereo, and has a service area of around 15 miles, taking in much of the southside of Dublin. BLB made its first broadcast in August 1979, so will be celebrating its eighth birthday this summer.

The studios, offices, record library etc are all contained in the basement of a large terraced house opposite Bray's football ground. The main studio is much like many hospital/student stations in the UK, built around an Alice mixer, Technics turntables, ITC cart machines, etc. The production studio is similarly equipped (plus the obligatory Revox). Clearly, BLB has all the necessary technical equipment to produce professional-sounding programmes. But do they have the resources or the expertise?

BLB has four full-time paid staff, around 30 main voluntary staff (who make programmes and help with general administrative tasks as well) and a whole army of supporters who are called upon as and when needed. Running costs are met from advertising revenue (and occasional donations) from local, and virtually all, small businesses. The station has been careful to maintain a good and close working relationship with local businesses. It has developed a computer system for scheduling, billing, making VAT returns, etc to ensure that the business side of its operations are handled properly.

Programmes go out 20 hours a day, seven days a week, from 6am to 2am the following day. Each day starts with an hour of 'Early Bird Music' and a fairly traditional breakfast show 'Good Morning Radio' with traffic, weather, horoscopes, job vacancies, etc. The remainder of the morning is filled with a mix of MOR (middle of the road) music, requests, some features and interviews, plus regular community spots produced by the Southside Unemployment Action Group and Bray Community Arts Group.

Lunchtime is BLB's main Community Access Programme, running from 1 to 2 pm each weekday and covering local news and events in and around Bray (and for Dun Laoghaire every Tuesday). Afternoon programmes include a Country and Western programme on Tuesdays and a Senior Citizens programme on Thursdays, followed each day by programmes for school children (School's Out, Youthcall).

The evenings from 7pm are largely devoted to specialist music, including just about every conceivable kind of music during the week. Examples are Rock & Roll Revival, Black Echoes (Mondays); Irish traditional, Heavy Metal (Tuesdays); Jazz n' Blues (Wednesdays); Ballads, folk, American music (Thursdays); Big Band Sounds, Album Tracks (Friday); Classics (2-hours, commercial-free), Rhythm n' Blues (Saturdays) and variety music (Sundays). Quite a coverage!

BLB is now well established and hopes to get a licence one day when the Government finally manages to set up a legal radio broadcasting system (which is likely to be several years yet). They have considerable support within their community and many listeners outside of Bray - including many in Dublin, who choose them over the major commercial stations such as Sunshine, Energy and Q102. They have demonstrated that it is possible to run a successful and popular community station, even in a

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completely deregulated, commercially-competitive market. I would certainly recommend anyone thinking of setting up a community station in the United Kingdom to visit Ireland - and especially Bray.

FOOTNOTE: BLB is at 9 Prince of Wales Terrace, Quinsboro Road, Bray, County Wicklow, Telephone: 829359 (Studio) 861219 (Office/Advertising) The Station Manager is Sally Reynolds (to whom anyone wishing to visit BLB should write/phone in advance)

YOUR SUBSCRIPTION

TO CHECK WHEN YOUR SUBSCRIPTION EXPIRES, LOOK AT THE ADDRESS LABEL IN WHICH THIS COPY OF THE NEWSLETTER ARRIVED.

YOU WILL SEE A SERIES OF NUMBERS AT THE TOP OF YOUR ADDRESS, FOLLOWING THESE NUMBERS WILL BE 'NR ' FOLLOWED BY ANOTHER NUMBER... THAT IS THE ISSUE YOUR SUB EXPIRES.

FOR EXAMPLE 3532-NR26 WOULD MEAN YOUR SUB EXPIRES WITH THIS ISSUE. DON'T FORGET TO RENEW!!

JICRAR FOLLOWED BY RESHUFFLE AT SEVERN

Severn Sound has introduced four-hour airshifts and dropped a number of specialist programmes from weekday schedules following publication of the latest set of JICRAR ratings figures.

Alan Roberts moves from a.m. drive to p.m. drive, Roger Tovell moves from p.m. drive to the morning drive shift and Jerry James, former Radio Sovereign/Jackie dj, gains his own evening slot running four hours from 6pm nightly.

Christopher Musk gains an hour on his late shift, now running 10pm until 2am.

Three specialist programmes are left on weekdays; Business Week (Thursdays 9pm); Farming (Thursdays 9.30pm) and a show of Independent/Hop-Hop music on Fridays at 9pm with Mike Allen.

Specialist shows now get major airings at weekends. Soul and reggae

on Saturday nights - and Angling, Religious, Oldies, Country, Brass/Big Bands, Jazz and Classical music on Sundays.

Former Manfred Mann band member Mike D'Abo plays oldies each Sunday from 11am until 2pm on the new line-up.

WE WANT YOUR NEWS!!!

YOU CAN TELEPHONE, WRITE, TELEX OR FAX YOUR NEWS TO NOW RADIO NEWSLETTER! TELEPHONE (0536) 514437, TELEX 8951182 GECOMS G, FAX (01) 318 1439 (Groups 1, 2 & 3) OR WRITE: PO BOX 45, KETTERING, NORTHAMPTONSHIRE, NN16 0NW.

KEEP IN TOUCH!.

LONG WAVE MYSTERY

A strong carrier signal was received at the NOW RADIO office a couple of weeks ago, following a call to bring our attention to it by a subscriber in the west country.

Later further calls were to come in as we launched an investigation into the mystery carrier on 227 kHz on long wave.

Whilst the BBC Monitoring Station at Caversham Park could not hear it, readers and monitors in many areas could. The puzzle was, whilst a central London reader was able to hear it, somebody a few miles away could not!

As well as the carrier, the sound of a baby crying, a local radio station in London was noted in the background and footsteps were also heard...

Our investigations have led us to believe that there is now a Baby Alarm/Intercom on the market which radiates a signal on the broadcast bands. Oh well, could have been....!

NOW RADIO

WILL THE NEW ENTRANTS BE ADVENTUROUS?

We have asked the question a few times before, but I am sure it's worth asking again, if only to see if there are many potential New Entrants looking for broadcast licences who will be a little more adventurous than the existing bunch who are on the air - both legit and not.

The existing London unlicensed scene, for example, offers just about nothing more than black music, reggae and perhaps a bit of soul. Of course, there are the ethnic stations, but even here we are limited to a couple of Greek stations and a Turkish offering.

Isn't it funny we have never heard a good Arabic station on the air in London? Or one catering for the Irish community?

The present (pirate) scene in London, and most other places, is not that healthy - and cannot paint a good picture for those looking to such stations for examples of what the proposed deregulation will mean.

Sub-standard presentation, deejays paying for their airtime and irregular hours (or days) of transmission do little to provide these stations with any kind of believable image with either listeners or advertisers.

Of course, one does realise that they are 'pirates' and are liable to being tracked down and raided by the DTI at the drop of a Whitehall memo, but they surely should consider this (problem) more fully before even deciding to switch their transmitters on.

Radio Jackie was hit hard and decided that there was no way in which it would be able to operate a seven-day-per-week schedule, so decided to stay silent. Like Radio Sovereign (Twickenham) they looked to the possibility of going to The European Court of Human Rights. Though costing more than £100,000, it may have

worked. On the other hand, whilst it was being considered in Europe, the DTI would perhaps have continued to have hit harder and harder.

Plans to re-start such stations since have been investigated, but dropped.

In effect, the Telecommunications Act, which allows the DTI/RIS to raid stations and take away equipment and have people arrested, presumes that you are guilty until and if you can show you are innocent - in Court.

Any thought that the DTI/RIS may have slowed-up on their raids, either following the publication of the Green Paper, or even during this run up to the General Election, have been ill-founded. Raids are taking place daily.

All these difficulties aside, it should be the case that either such stations offer a proper service, or they shouldn't bother.

If they are to bother - let's see them coming up with some original programming formats.

Let's see a Community Radio station that does more than play the same music as Capital (spit!) Radio and fill the gaps with What's on information knicked from the local newspaper and lost budgies...that is not Community Radio!

There are some who are quick to attack the likes of Capital (spit!) Radio and then go on the air with nothing more than a duplication - right down to the Roger Scott scundalikes!

A station which offers something which captures the imagination, and thus support, of the general listening public, will find that life on the illegal airwaves is a lot easier than a station that sounds like no more than a bunch of schoolboys out for a 'bit of fun' for a few hours once a week.

Who on earth heard of risking paying £2,000 for a couple of hours fun? Don't be afraid to be original. Stand out from the crowd. Be noticed. Be supported. Be careful! H&LF

NOW RADIO

LOOSE ENDS

Just who was that person at the RADIO IN CRISIS meeting in London on April 23 from the NATIONAL JAZZ ASSOCIATION who said "What we must have is a national jazz radio station, broadcasting twenty-four hours per day, if not longer.".....!!....

PAUL A RUSLING, author of THE LID OFF LASER, has been completing his second work, but may feel obliged to delay publication until after the current cases under the Marine Offences Act 1967 have been dealt with. The new book, says Paul, will be the story right up-to-date.....

Last issue, we asked why the ILR stations didn't use their satellite dishes to receive such programming as the Network Chart Show and the IRN news feeds. We now have the answer! You'll remember that each station in the 'network' was given a satellite dish in order to relay the Queen Concert some months back. Afterwards BRITISH TELECOMMUNICATIONS told the stations they were breaking the law in doing such a thing. BT claimed the stations were not permitted, under the licences, to carry out such a project. The outcome, after a conference at the IBA Engineering HQ in Hampshire was that the stations offered to hand over ownership of all the satellite dishes to BT. Still turns out that each station is responsible for the upkeep of the dish on its roof - but this strange arrangement (another example of BT's protectionism) keeps the telecoms chaps happy for the moment. The cost of using satellite time at the moment works out at around £2,000 for an hour - on, say, a one-off event. Divide that between more than 40 and the costs come right down. To use the satellite around-the-clock would mean the figure would be even further reduced. It seems that BT felt it had to do the deal to ensure that if the ILR stations decided to use satellites to deliver material such as IRN, they might lose the contract for

the land-lines which until now have been used. The charges for the landlines are very expensive; and get more expensive the further away from London that a station is located. With satellite - the charge would be equal to all stations.....

Our congratulations to the ASSOCIATION FOR BROADCASTING DEVELOPMENT who, with this issue, appear to have been in business for six-months. May we suggest that PAUL BOON now pays visits to the following stations to obtain some new members: Chiltern Radio, Northants 96, Hereward Radio, Red Rose Radio, Red Dragon Radio, Radio Aire, Radio Broadlands, Radio Orwell, Saxon Radio and Essex Radio.....!

The radio studio MIXING DESK we mentioned a while back, at a cost of under £1,000 has resulted in a good number of calls at the office. As soon as we have further news - we will let you know!....

And, further to comments we recently carried about SIMON DEE's return to the front-line, the said chap wrote an interesting article for the MAIL ON SUNDAY newspaper on Sunday April 26. If you can grab a copy - do so! The article is entitled "How the golden decade freed a generation" - all about the 'sixties.....

RADIO AIRE is carrying THE AMERICAN CHART SHOW with PAUL GAMBACINI from May 9. The programme will air between 8 - 10pm on Saturday night's and replace the NETWORK ALBUM SHOW.....

In an average day we get a whole number and variety of calls from readers asking for help in a whole range of matters. Where can I get horoscopes for my programme - sent by telex? Where can I buy a transmitter? I'd like to get a new mixer for our station - who do you suggest we speak

NOW RADIO

to? We want a new jingle package - who would you recommend? I need some English voice-over's for our station here in the Benelux - can you give us a number? I'm currently presenting a prime-time show on this station - but I'd like to make a move - any ideas? I would like to get into radio - can you tell me more about the Voice of Peace? When will Laser be back on the air? Can you give me a number for the Association for Broadcasting Development? BROADCAST magazine suggested I call you for the telephone number of BLUE DANUBE RADIO! Not so much a newsletter - and thank God! It's all a part of the service, as they say!.....

We asked the question recently 'why does the DTI continue to strike at LONDON GREEK RADIO, perhaps a lot more often than other London-based unlicensed radio stations...' We now have the answer. The transmissions of LGR, and the break-away Greek station, have been causing interference to communications of Eastern Electricity. So, not only is the station breaking the Wireless Telegraphy Act (1949) for broadcasting without a licence, it is committing a further offence by causing interference with other users of the spectrum. In such circumstances, one can fully understand the DTI having to take the action they have done. One would imagine LGR now having to check-out their transmitters - and ensure, at least, they immediately bring about a halt to such problems.....

Two other stations, in South London, have recently been causing interference to instrument landing equipment at Heathrow Airport, leading to the occasional need to close the busiest runway. Pilots, instead of hearing a clear morse-code transmission, indicating to the pilot in which direction to move, during bad weather, have been hearing reggae music and the like. Stations must be careful...nobody wants to see any

pirate causing an air disaster.....

The IBA Information Office now has FAX and documents can be sent to them on (01) 581 3905.....

I know there are many readers who like to keep track of former radio people who have long-since moved on to other fields - so news that JOHN ROSS-BARNARD Has been on the move again. He's recently departed COVENTRY CABLE to work on a new project aiming to provide asian programming for cable television. John will be known by many for his work at the Beeb - and back in the 'sixties for RADIO 390.....

JOHNNY LEVIS is holding down the afternoon, 2 - 6pm airshift at RADIO WYVERN, and has just signed a contract with the station. Listeners will be having a chance to meet up with Johnny 'Shocking!' Lewis at a number of outside broadcasts the station has lined up for the summer....

YOUR HELP IS REQUIRED!

WHILST WE RECEIVE A NUMBER OF NEWSPAPERS AND MAGAZINES...WE STILL WOULD LIKE YOUR HELP...IF YOU COME ACROSS A NEWSPAPER OR MAGAZINE ARTICLE ABOUT SOUND BROADCASTING...COULD YOU SEND US A COPY? PLEASE MAIL THEM TO OUR FREEPOST ADDRESS, AND REMEMBER, NO STAMP IS REQUIRED...WE PAY THE POSTAGE! IF YOU CAN HELP...OUR THANK'S IN ADVANCE. HGLR

Finally, stations wishing to ensure they are listed correctly by the WORLD RADIO TV HANDBOOK, they have a new address: Postbus 50558, 1007-DB, Amsterdam, The Netherlands...

NOW RADIO

OPENINGS

Welcome to another selection of current radio job's around the country (and beyond!). Remember, entries in this section are free-of-charge to subscribing stations. Details should be sent in writing or by telex.

OPENINGS
NOW RADIO NEWSLETTER
PO BOX 45
KETTERING
NORTHANTS
NN16 0NW

Telex: 8951182 GECOMS G (NOW RADIO)

Where a BBC vacancy is followed by a Ref number, application forms should be requested from BBC Appointments, London, VIA 1AA. Or you can telephone BBC Appointments on (01) 927 5799.

The BBC considers relocation expenses for permanent posts.

BBC RADIO BRISTOL have a vacancy for a CONTRACT PRESENTER. They are looking for a bright and lively broadcaster who can produce and present weekend sequence programmes with flair, pace and imagination.

You must have at least 12 months presentation experience. Attractive contract available for the right person. Salary around £10,000 - £11,000. Ref: 3370.

BBC RADIO SUSSEX have an opening for a PRODUCER. The salary runs between £10,412 - £14,725 plus £1,020 annual allowance. The person they're after will work primarily on the production and presentation of general programmes reflecting all aspects of local life. You will need lively ideas, a good microphone voice, the ability to operate technical equipment and work under pressure and a current

driving licence. The position is based in Brighton. Ref: 3423.

BBC RADIO LEICESTER are also looking for a PRODUCER. They are after somebody who is exceptional to take on the challenging role of EDUCATION PRODUCER. It's a vital job requiring sound judgement and editorial flair.

Your responsibilities will include the stations highly successful daily programme for the Asian Community, as well as weekend Afro-Caribbean output and Youth programmes. You'll be managing a large team of contributors - and a small budget!

The post looks for somebody dedicated to Local Radio and committed to working in a multi-cultural area.

Some experience of work in the community or education is desirable. You'll be required to live near to the studios of Radio Leicester and should have a clean driving licence. Ref: 3380

BBC RADIO BEDFORDSHIRE have an opening for a NEWS PRODUCER. One of the stations News Producers has recently joined the Parliamentary Unit - opening the doors for, perhaps, you! Journalistic experience at sub-editor or reporter level is a must. You must have a good microphone voice and a clean driving licence. Salary £10,412 - £14,725 plus £1,020 annual allowance. Ref: 3367. But, hurry! You will need to belt into their studios today - as tomorrow is the closing date (7th May).

Bradford's PENNINE RADIO has an opening for a SENIOR JOURNALIST. They're after somebody capable of helping to maintain high standards of news reading and reporting. Attractive salary offered for the right person. Contact News Editor, Dee Marshall on (0274) 731521.

Z104 in Naas, County Kildare, Ireland has vacancies for DJs. CV and

NOW RADIO

demo tape should be mailed to The Programme Director, Z104 Radio, 2 Fairgreen Street, Naas, County Kildare. Or you can telephone (045) 75296.....

MERCIA SOUND, Coventry, have an opening for a SENIOR JOURNALIST with a good microphone voice and clean driving licence. Your application should be addressed to Head of News, Mark Foster, Mercia Sound, Hertford Place, Coventry, CV1 3IT. Or 'phone Mark on (0203) 28451.

VIKING RADIO's Head of News Colin Palmer is hunting for another REPORTER to work in his newsroom. Experience in newspapers and/or broadcasting most helpful, as is a good track-record. Send your CV and demo tape to Colin Palmer, Head of News, Viking Radio, 1 Commercial Road, Hull, HU1 2SJ.

THE VOICE OF PEACE hires DISC JOCKEYS for six-month contract periods. The station operates as a part of ABE WATHON's charitable work and as a result the salary is low - but the station is seen as a perfect starter station for those wishing to break into radio. Whilst some previous experience is a help, it is not always essential. You should be aged 21 or over, hold a current passport and be willing to host a variety of programmes. In the first instance you should mail a cv and demonstration cassette to NOW RADIO COMMUNICATIONS, Voice of Peace UK Representatives, PO Box 45, Kettering Northamptonshire, NN16 0NW. The station is ideal for single jocks who have few 'ties' at the moment. There are regular vacancies. Please note: NOW RADIO COMMUNICATIONS are the official agents and tapes should only be sent to this address, despite others asking for your demo's! The VOP operates aboard the MV Peace and is legal. The offices are in Israel with the ship anchored in International Waters, just off the Tel-Aviv coastline. 1 Week shoreleave per month on average.

PROGRAMMING

It has happened again! Whilst I must admit that the vast majority of my daily listening is shared between stations I know and regularly tune-in to, and whose position on the dial I am sure of, there comes a point in the day when I like to have a bit of a twiddle. I do not limit myself to FM, but listen on medium wave, long wave and the shortwave bands. Indeed, as I write this, in the early hours of a Friday morning, I shall soon find myself listening to the shortwave bands to find something other than Radio Moscow, Prague or some other communist operation.

Back to the point, and this thing that's happened again...it was yesterday afternoon and I found a station on medium wave. It was playing (fairly decent) music, had what sounded like a fairly enjoyable DJ, and that's all I really can tell you. I mean, I can't tell you what station it was, because this 'bright' DJ (who probably bills himself as a 'presenter') did not tell me, in 45 minutes of listening, what I was tuned to!

I guess it was in the Leicester area, as they kept on talking about The Careline (perhaps this is a special number for Care Bears to call for name-checks). They also had a spot which was sponsored by a pet food supplier.

No station jingles, no station identification (even after and before the news headlines!)...so if I were filling in my JICRAR diary, I would not be able to credit that station with a total of four quarter hour periods, would I?!

Remember, Presenter chap and chapettes, the average punter only listens for a few minutes at a time, so if you don't credit your station, you win the loser.

And imagine if I thought that this show was good and I wanted to advertise on it....I wouldn't have the slightest idea of who to call....

NOW RADIO

NOW RADIO NEWSLETTER

NEWS QUIZ

Last issue, we marked our first year of publishing the newsletter, with a news quiz covering stories from our first 12-months. Here again are the questions, with the answers. Let's see how well you did!

- 1/ WHICH ILR BOSS CALLED FOR A 'RENT STRIKE' AGAINST THE IBA? (NORMAN BILTON, MD RADIO VYVERN)
- 2/ WHICH DUBLIN STATION IDENTIFIED ITSELF AS "ZOOM 103" FOR A WHILE LAST YEAR? (ENERGY 103)
- 3/ IN MAY LAST YEAR, CAPITAL RADIO WAS HAVING TALKS, ABOUT A POSSIBLE MERGER, WITH WHAT STATION? (ESSEX RADIO)
- 4/ WHICH BBC STATION RE-INTRODUCED A PLAYLIST LAST YEAR? (BBC RADIO ONE)
- 5/ WHICH 'STATE' ANNOUNCED IT WOULD BE GIVING BROADCASTING PERMITS TO THREE COMMERCIAL RADIO STATIONS? (SEALAND)
- 6/ A NEW ORGANISATION, REPRESENTING MANY 'NEW ENTRANTS' INTO SOUND BROADCASTING IN THE FUTURE, WAS FORMED. NAME IT! (THE ASSOCIATION FOR BROADCASTING DEVELOPMENT)
- 7/ WHICH STATION MADE THE UK'S FIRST LEGAL 'COMMUNITY RADIO' BROADCAST LAST AUGUST? (RADIO THAMESMEAD)
- 8/ THE BBC OPENED A NEW LOCAL/COUNTY RADIO SERVICE LAST
- NOVEMBER 5...WHAT IS THE NAME? (BBC ESSEX)
- 9/ RADIO VICTORY CLOSED DOWN..NAME THE STATION WHICH TOOK ON THE AREA FRANCHISE FOR PORTSMOUTH/SOUTHAMPTON? (OCEAN SOUND)
- 10/ WHO RETURNED TO BBC RADIO ONE IN JANUARY? (JOHNNIE WALKER)
- 11/ WHAT STATION BEGAN COMMUNICATING IN DECEMBER? (LASER)
- 12/ TONY CURRIE WAS NAMED AS THE NEW CONTROLLER OF PROGRAMMES OF WHAT? (THE CABLE AUTHORITY)
- 13/ WHO ANNOUNCED HE WAS QUITTING THE IBA AS DIRECTOR OF RADIO? (JOHN THOMPSON)
- 14/ WHO RETURNED TO BMS? (TERRY BATE)
- 15/ WHO BECAME THE NEW PROGRAMME DIRECTOR AT BEACON RADIO? (PETE VAGSTAFF)
- 16/ WHO WAS A NEWSREADER FOR RADIO ONE'S NEWSBEAT, AND WHO WENT FOR A LIFE ON THE HIGH SEAS? (ANDREW TURNER)
- 17/ WHICH IR STATION MANAGED TO PULL THE HIGHEST ABC1 LISTENING HOURS OUT OF 43 STATIONS IN THE LATEST JICRAR BOOK? (RADIO VYVERN)
- 18/ NAME THE THREE STATIONS THAT JOINED TO FORM THE YORKSHIRE RADIO GROUP. (HALLAM, VIKING AND PENNINE)

MERCURY GIVE UP

Radio Mercury has given up attempts to obtain a work permit for former Laser deejay Charlie Wolf to work for the station - and have also dropped his programme which had been recorded in Utah, United States, for the station to air weekly.

NOW RADIO

LUX TO GO FOR NATIONAL SERVICE

Radio Luxembourg has confirmed it will be applying for a national commercial radio channel in the United Kingdom if that part of the Government's proposals from the radio Green Paper are pushed-ahead.

It is also to continue to progress with the development of a new long-wave service in conjunction with RTE, the Irish state broadcasting service.

Continental Electronics, the Texas transmitter manufacturer, confirms that the station has ordered two transmitters - each capable of putting out 300kW.

Radio Luxembourg will be the biggest shareholder in the operating company, and in a new sales and marketing unit, which will be established at 38, Hertford Street, W.1. RTE's stake in that will be only 40%.

Targeted to the 16 - 34 age group, Radio Tara (its working title), will go to air next summer on 254 kHz long wave and broadcast 6am until 7pm daily when listeners will be invited to retune to 1440 kHz - for Radio Luxembourg programming from the Grand Duchy.

GOVERNMENT 'NO' TO COMMUNITY RADIO CASH CALL

Junior Home Office Minister, David Mellor, who has special broadcasting responsibilities, has confirmed that the Government will not be giving compensation to any of the 260-plus community radio applicant groups who applied for licences for the cancelled experiment announced in 1985.

35 such claims had been received at The Home Office, but Mr. Mellor explained that in the terms for the applications, groups were told not to incur the expense of elaborate applications.

Thus such payment would be unjustified, said Mr Mellor.

INDIE RADIO BOSS WANTS DELAYS

Ron Coles, Chairman of the Association of Independent Radio Contractors, and managing director of independent stations Radio Trent and Leicester Sound, wants the Government to slow down any kind of timetable for allowing New Entrants in to compete with existing ILR stations.

He claimed that timing was a crucial factor if the IR stations are to maintain their quality and character.

Speaking to The Voice of The Listener, Coles said he wanted the Government to "let the fat build up" on the existing stations after their deregulation had been permitted and before any New Entrants would be allowed on the air.

CHRISTIAN BROADCASTERS

In the wake of the Government's Green Paper, a group called United Christian Broadcasters has announced its intention to set up a 24-hour national radio station with what it describes as a mixture of Christian teaching, secular news and the best in Christian music.

UCB was set up in 1985 by Ian Mackie, to capitalise on the Government's community radio programme. With that vision they have now expanded to take on board the idea of a national network, Mackie doesn't know when his ideas will come into fruition.

UCB have, however, in the past few days signed an agreement with Manx Radio, Isle of Man, to provide nine hours of programming per night, all year round. This breakthrough for UCB has delighted the management team, who say that it will give them added credibility, a greater opportunity to train staff and a chance to test and fine-tune their music-based format.

UCB, as a registered charity, is financed solely by public donations and does not charge for its services.

For further information, write UCB, PO Box 255, Stoke-on-Trent, Telephone (0782) 20 24 66.

NOW RADIO

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ALSO AVAILABLE

4 Page Insert, either stapled or loose.

IRISH WILL DEREGULATE

As predicted by NOW RADIO, The Irish Government has confirmed that it is to deregulate sound broadcasting in the near future.

Ray Burke, Minister for Communications, says RTE no longer should expect to have any kind of monopoly - and that across the country scores of local community and commercial radio stations had shown they were more than capable of providing worthwhile services.

He has said that it is wrong to have the state dictating who should provide what and to whom - and the necessary legislation would soon be drawn up for presentation to the Dublin administration.

There are around 80 private community and commercial radio stations at present broadcasting in the Republic - as well as RTE - the state owned service.

Burke wants to see as many of the present unlicensed stations as possible gain entry to the new deregulated radio system.

An RTE spokesman said that the announcement was, "Not at all unexpected."

NOW RADIO

patching up the studio so you can do it whilst you are on the air. It'll be worth it.

If you can't manage it yourself - have your go-fer doing it for you in the studio next door. The only problem there will be the fact that you won't be able to dialogue with the listeners who call in.

Recording links like this, and editing them up means you can have them timed so that a 10-second listener 'bit' will run over a 10-second intro to a song, giving you a good, slick sound to your show.

We've been getting some interesting comments left on the answerphone following the NEWSLINE (which operates on 0536-514437 Saturday 2pm - Monday 9am) about the newsletter. Your comments also come in normal 'phone calls and letters. We thank each and every reader who submits ideas.

One reader asked whether we might return to numbering pages - well, we once did this, but stopped it when we began the policy whereby we would add, say, four extra pages early on a Tuesday morning (the day of publication) to bring you right up to date. So, with most pages already printed the extra pages would mean the numbering system would be, to put it one way, up-the-spout! You have a choice - numbers or up-to-date news and information....we'll still look into it!

Coming soon, an interesting (I should say so...) interview with STEVI MERIKK, a look at the first 6-months of the ABD and Rob Chapman writing on deejays...

We're back in a fortnight! Keep your letters, contributions, suggestions and news-tips coming in! HGLR.

RADIO SOVEREIGN TESTS DUE

Test-transmissions are due to begin within a few days from the Republic of Ireland of the new relaunched Solid Gold Radio Sovereign.

The station will broadcast between 6am - 6pm BST 7 days per week. There will be a break for one, perhaps two hours, on Sundays at midday, when Radio Rainbow International, the facility provider, will broadcast its own programming.

Final touches are being put to the programming of the station by the Programme Director.

Sovereign will be beaming programmes from the East Coast of Ireland in an Easterly direction so will be heard by listeners in North Wales, North West England and South West Scotland, as well as in Ireland itself on 1521 kHz medium wave.

The station will also be transmitted on shortwave, 6240 kHz and locally on FM in stereo.

The format of the station will be 'sixties-based oldies.

GREEN PAPER RESPONSES MUST BE IN BY JUNE 30

Responses to the Government's Green Paper, 'Radio: Choice and Opportunity' should be sent to The Home Office by June 30th.

It is vital that all with an interest in the positive development of the radio industry in this country respond to the publication.

We suggest that you ask the Home Office to progress with the plans held within the Green Paper without delay!

If you require any help or advice on making a submission, call NOW RADIO during office hours on Kettering (0536) 51 44 37. We'll be pleased to give you assistance.

NOW RADIO

HISTORIC MOVE BY VOA

The United States Information Agency has confirmed that The Voice of America and VOA-Europe stations will now be allowed to carry certain US programming from syndicators, complete with commercials, as broadcast by domestic stations.

The Westwood One programme "Scott Shannon, Rockin' America - top 30 countdown" is amongst the shows which will air with spots unremoved from now on.

"It will mean VOA will save on costs..." said a spokesman in Washington.

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for further details

ROSE'S RAMBLINGS

How much longer will this game continue? I'm talking about the report we have carried earlier in this issue where the ABD claim the Government will not be carrying the proposed deregulation of radio in the UK in the next

Queen's Speech to Parliament. It appears we are being told, though not officially, yet, that again radio must wait for television - in other words - once again our industry is being forced to take the Back Seat.

There are scores of organisations, groups and companies from one end of the country to the other ready to make their licence applications and get on the air to offer listeners and broadcasters a choice. But, we have indications that any legislation may not be introduced before the end of next year!!!

I only hope that the Home Secretary will not go back on his promises for moving ahead with real developments of our industry.

Just when will politicians get their hands off of broadcasting?: - and at the same time - realise that radio and television are two very different animals...

On to the subject of programming, and in particular listeners who want dedications during your show. You know the situation, the lights start flashing and you wonder whether to answer them or not!

Well, here is an idea which you might like to try out - and let me know the results (airchecks welcomed).

If you can plug up the phone in lines direct to the tape deck in the studio, why not answer a bundle of callers off-air, record them doing their dedications, edit them up and use 'em later in the programme? Yes, it does mean a bit of fast work with the razor blade, and it does depend on your engineers

NOW RADIO

S E R V I C E S G U I D E

JINGLES/IDs

PAMS JINGLES! Yes, it's true! PAMS are back in business with top quality Dallas productions for Radio Stations and Dee-Jays. So if your current jingles have lost their fizz, make the switch to PAMS today and give your station the slickest sound around. Sing-overs, A'Cappellas, Shouts, Trella Hart one-liners, Sonovox jingles (as used by Tony Blackburn) and more! Generic jingles, pre-records and collector tapes too! Details from PAMS, 4 Mansel Road, Bexleyheath, Kent, DA6 8JG, Tel: 01-304-8088. Please mention NOW RADID when enquiring.

BROADCAST EQUIPMENT

SBS provide a complete range of broadcast equipment for radio stations of all sizes and in all markets. Full installation, design and back-up service by professionals. Write for free brochure and price list. SBS, 42, Grenville Road, London, N19 4EN.

AIRCHECKS

SOLID GOLD RADIO SOVEREIGN!! 60-minutes on cassette featuring some of the top-deejays, the quality jingles, commercials, PSA's, news bulletins... Send just £1.50p to: Now Radio, PO Box 45, Kettering, NN16 0NU.

STUDIO EQUIPMENT

MBI BROADCAST SYSTEMS, 69, Ship Street, Brighton, BN1 1AE. Telephone (0273) 24928. Complete installation and design service available.

ARCHIVE RECORDINGS

TOWER OF POWER offer a wide and interesting selection of previously unavailable tapes of music radio in the 60's, 70's & 80's. Send 2 x 18p for free list Tower of Power Tapes, 5 Latham Street, Brigstock, Northamptonshire, NN14 3HD.

PROGRAMMING AIDS

O'LINERS: Send request for latest catalogue on station letterhead or £2 to O'Liners, 1237 Arnacost Avenue, Suite 6H, Los Angeles, California, CA 90025, USA.

NEW ENTRANTS

THE ASSOCIATION FOR BROADCASTING DEVELOPMENT offers membership to all potential new entrants and existing broadcasters. Send for free details: ABD, 79 Caling Croft, New Ash Green, Dartford, Kent, DA3 8PY.

EQUIPMENT

PHOENIX COMMUNICATIONS offer a complete range of broadcast transmitters (AM & FM), antenna systems, processing units for export. Installation and Servicing also available. Telephone (01) 501 1490 and find out more from the experts.

PUBLICATION

REFLECTIONS - The Radio Sovereign Story (Part One), covering the start-up in May 1983 of this unique station. Contains 24 pages (A4) including illustrations (rate cards, listener letters, PR material, schedules, etc. Send just £1 for your copy: Now Radio, PO Box 45, Kettering, Northants, NN16 0NU.

CAROLINE MOVEMENT

Established in 1978, we publish our own magazine 'CM Bulletin' which gives extensive, in-depth, coverage of the Offshore radio stations such as Caroline 558, Laser Hot Hit's 576 and Radio Monique and produce our own sales Catalogue 'CM Leisure' which includes hundreds of free radio souvenirs, rock videos, discount pop records and Caroline classic singles. For sample bulletin and catalogue send £2.00p (£1 is refundable with first order) or £6 subscription (for 6 issues plus free catalogues) to CAROLINE MOVEMENT, Dept NOW, BCM-BRFM, London, WC1N 3XX.

TO ADVERTISE
IN THIS SECTION
TELEPHONE
0536 - 51 44 37

NOW RADIO

LASER OFF-AIR FOR MAJOR REVAMP

Despite press reports to the contrary, DJs aboard the m.v. Communicator have explained to NOW RADIO that there was no mutiny or work-to-rule on Laser Hot Hits during the last period that the station was broadcasting.

They appeared confident that the station would soon be back on the air.

Speaking from New York, a spokesman for Radio Waves Inc, the United States' sales agency for the offshore station told us that there was a 'significant' re-organisation of the financial structure of the operation taking place. "It will place the station into a far better position financially when it comes back on the air."

Laser will now stay off the air until completion of work on a new aerial system. The last antenna crashed down during a winter storm several months back.

"It resulted in the station operating on greatly reduced power. As a result of a poorer signal, our audience was far lower than we would have liked. I think we will be doing the right thing, by restructuring the whole organisation, taking in a considerable amount of new finance, clearing wage and supply bills, and building the new antenna.

"When the station does get back on the air, it will be with a far better antenna and it will enable our engineers to operate the transmitters at full-power." said the spokesman.

"Of course, one should realise that the DJs can't be too happy about being stuck on a radio-ship that isn't on the air. However, they have all said that they believe that when we do come back to air, they will be prepared to 'give their all' in winning back the audience - and building on that to aim for the five million UK listeners we had the first time around..." he continued.

"We have had more than our share of problems since we came back on the air this time, but operating an offshore radio station is much more difficult than running one ashore in the comfort of, say, a typical ILR or BBC radio set-up. We have so many things in our way that do make life difficult. Whilst there have been moments when we have thought that we could be defeated, there has never been a moment when we knew we could be broken...not by anyone!"

The time off-air will allow Programme Director D.L. Bogart and Production Manager Brandy Lee time to work on the programming and station sound for the return.

Asked how long the station might be silent, the spokesman said: "We are not putting any kind of date out at this stage. Though, I can say that building the new antenna system will take a couple of weeks."

PIRATE SHIPS ARE STATELESS, CLAIMS DTI

The Department of Trade & Industry section detailed to investigate the activities of offshore radio stations Caroline and Laser has claimed that both radio-ships are stateless.

The DTI claim that the Panamanian Government's shipping registrar has withdrawn its flag and registration from both the m.v. Ross Revenge and m.v. Communicator

The owners of each vessel, not necessarily the same companies which operate the radio stations, deny they are stateless ships.

Under international law a stateless ship has no protection. However, the chances of the British Government taking any action such as the Dutch Government did with the (Panamanian-registered) Magda Maria (home for the short-lived Radio Paradijs) seems almost unlikely. That ship was illegally arrested on the High Seas.