NOW RADIO
EVERY FORTNIGHT

ISSUE # 28

JUNE 2nd, 1987

CHILTERN NETWORK PRODUCER PHIL POTHERGILL
EDITORIAL COMMENT

Welcome to our Words-of-the-month for contemporary broadcasters....

SPONTANEOUS: Occurring, produced or performed through natural processes without external influence. Arising from an unforced personal impulse; voluntary; unpremeditated.....

SPONTANEITY: The state or quality of being spontaneous.... The exhibiting of spontaneous actions, impulses, or behaviour.....

Well, have you felt SPONTANEOUS today???

HOWARD G. L. ROSE

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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LBC/IRN DISPUTE ENDED

A settlement has been reached at London independent station LBC, resulting in a pay package estimated to be worth around 20-35%. Eight editorial and four engineering posts are to go.

Management at the station had been seeking a total of 34 job losses.

The new two-year deal with the ACTT and NUJ will give staffers 3% in the first year and 4% for the rise in the cost-of-living, which ever is the greater, in the second year.

Meal breaks and allowances for newspapers have been bought-out by management with a payment to each person entitled to such an allowance of £1,650.

The arrangement also included a promise that there would be no further redundancies - unless the new profitable operation returned to a loss-making situation.

MORE NEWS FROM VIKING GROUP

For the first time in its history, RADIO HALLAM is to abandon news bulletins which run up-to-the-hour and it will start them on the hour, in line with existing policy at fellow group stations PENNING RADIO and VIKING RADIO.

In future, thirty seconds ahead of the hour, and a relay of IRN, HALLAM will run a 'teaser trailer' for local news headlines, which it will detail following the bulletin from London.

At VIKING some local news has been restored to Sunday schedules. They had been ditched two years ago as a part of the Hull station's bid to save cash.

PENNING, meanwhile, now has local news bulletins running on weekdays until 6pm. They had ended at 5pm. The new policy at the Bradford operation matches the policy at Leeds' RADIO AIR.

ROGER BROOKS, titled GROUP MANAGER for the VIKING group of VIKING, HALLAM and PENNING, describes the decision to run HALLAM news on-the-hour as 'more logical'. The policy of running news from three or four minutes to the hour was a programming innovation of KEITH SKUES. It had, in Europe, been used by Dutch commercial station, RADIO VERONICA as well as scores of stations in the USA.

BMS AWARD PLAN

Following a recent one day seminar arranged by BROADCAST MARKETING SERVICES (BMS) for Traffic Departments of the 18 BMS represents commercial stations, TERRY BATE, BMS Chief Executive, has announced the institution of an annual Award to be made to the 'BMS Traffic Manager of the Year'.

BMS say this is in recognition of the vital part Traffic Departments play in the continuing growth of commercial radio.

The 14 members of the BMS Sales Team will vote for their Traffic Manager of the Year. The winner will be taken to London in December, entertained at the Independent Radio Advertising Awards Gala Dinner and presented with a cheque for £1,000.

LBC/IRN SPOT DEAL

National advertising spots may be sold around IRN bulletins in a new package for clients known as Network IRN.

Costs of IRN services to commercial stations may be reduced as a result of the arrangement.

The package will be sold by IRS.

The plan is for LBC/IRN to keep the income for the commercials - though some larger stations are concerned that, whilst IRN costs will be cut, it may also hit their potential for regionally sold national airtime packages near to news bulletins.
MALZ (...11:11 -
Vrexham commercial station MARCHESTER COMMERCIAL STATION MARCHER SOUND is now broadcasting around the clock with its own programming.
In the past the station had relayed programming from Liverpool-based RADIO CITY.

NO INCREASE IN RADIO AD SHARE

Commercial radio’s share of advertising in 1986 saw no movement from the 1.8% of the total cake.
It represented £91 million income, up 11% on the previous year’s figure of £82.
This was, however, a lower increase than the overall general increase for all advertising of over 15%.

COMMUNITY RADIO FORUM

The Community Radio Association is holding a London Community Radio Forum on Tuesday June 16th at Imperial College Students' Union, Prince Consort Road. The venue is behind the Royal Albert Hall and the nearest tube station is South Kensington.
The forum begins at 6.30pm and is open to all CRA members and those working for what the CRA describes as ‘democratic, non-profit maximising community radio’.
The forum is designed to be an initiative to get things moving on the Community Radio front in London - with groups working together rather than in isolation.

TWO NEW BABIES FOR GWR!

As GWR RADIO BATH was launched at 6am on Friday May 22, listeners never suspected that another birth was underway too. As the sound of the new GWR RADIO BATH jingles boomed out on FM 103 the lady singing the tunes was giving birth!

MIRIAM STOCKLEY, a professional singer, recorded her contributions to the GWR jingle package only the previous Friday. GWR Chefs were worried that even then the launch of the station would have to be postponed because of a happy event but Miriam - heavily pregnant - battled through a 3-hour recording session despite her ‘delicate’ condition.
Then on launch day as her voice contributed to the opening of GWR RADIO BATH, Miriam was bringing another voice into the world at London’s Bushey Hospital...a bouncing baby girl - Carly.
“It was exhausting to record a session at that time,” said Miriam, “but having appeared on all the other GWR jingles, I felt I could not miss out on this set....”

MOVE SET FOR CAROLINE

Management of offshore radio station RADIO CAROLINE have sent instructions to the crew aboard the ROSS REVENGE to be ready to move to a new anchorage within a few days.
The move comes as a direct result of the introduction of the new Territorial Sea Act which places the pirate within United Kingdom waters and liable to arrest the moment that the law is fully enforced.
RADIO CAROLINE, and Dutch-language RADIO MONIQUE, will move to an anchorage around 19/20 miles off the Suffolk Coast.
At present the vessel is anchored in the Knock Deep Channel - and around 15-miles off the Essex coastline.

NEWS?
CALL NOW RADIO NEWSLETTER
0536 - 514437
NOW RADIO

SUMMER OFFER

NOW RADIO NEWSLETTER makes the following special offer to SUBSCRIBERS...Send us just £5 and we will send to you the following items:-

1 Copy 'THE PIRATES WHO WAIVE THE RULES' by JAY JACKSON

1 Copy 'REFLECTIONS - THE RADIO SOVEREIGN STORY' [Part One]

1 Copy C60 Cassette featuring SOLID GOLD RADIO SOVEREIGN airchecks including jingles, commercials, news bulletins, deejays, psa's etc from 1983

plus 1 Copy of our special reproduction of RADIO NEWS from early 1967 with items of news featuring Caroline South/North, Wonderful Radio London, Essex Radio/BBMS, Radio City, Britain Radio/355, Radio 390, Radio 270 and Radio Scotland...

Send for your special package!! Mail £5 to:

SUMMER OFFER [NR]
PO BOX 45
KETTERING
NORTHANTS
NN16 ONW

CHEQUES PAYABLE: 'NOW RADIO'

SIMON DRE ON AIR

MIKE WATLOR, Mid-morning presenter at BBC RADIO SHROPSHIRE, interviewed SIMON DRE live last week during his 9 - 12 noon programme.

Dee spoke of his time with RADIO CAROLINE, as host of DRE TIME and the fact that currently he is writing a script for a motion picture.

Dee, who lives at Barnes, South West London, chose music for the interview which included 'Joanna' by SCOTT WALKER and 'Stay with me till dawn' by JUDY TZUKH.

Simon was in a BBC studio for the live interview.

BIGGEST-EVER FINE FOR SHORTWAVE PIRATE

The man who operated a shortwave pirate radio station, FREE MEADOW TOWN RADIO (FMTN) was fined £200 plus £20 costs and had all equipment confiscated by Sheerness Magistrates Court.

The equipment included cartridge players, mixing desk and three separate transmitters.

Prosecutions were brought under the 1949 Wireles Telegraphy Act which makes it an offence to install and or operate such equipment without a Home Office licence.

FOR SALE

LATTICE STEEL ANTENNA TOWER

9 x 12 FOOT LONG SECTIONS

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NOW RADIO COMMUNICATIONS

(0536) 51 44 37
I about the objectives of established ASOCIATION FOR DEVELOPMENT at the time Paul spoke plainly about the objectives of the ABD.

Primarily he believed that there was an urgent need for a more broad based representation to both the Home Office and the Government over the future of all sound broadcasting in the UK. The Green Paper was of course just a proposal then, but Paul was anxious to bring all interested parties together to provide a platform for debate well ahead of its publication, in order to eventually secure space on the frequency spectrum for a whole range of radio station types - everything from parish pump to 24-hour rock. Most importantly Paul wanted to eliminate what he called the 'element of self-destructive bickering' that had for so long dogged the radio industry.

So now that the ABD is 6 months old, how far has PAUL BOON gone to achieving his objectives?

"We indicated to the Home Office how the planned development of different categories of radio could best be advanced. We also suggested how different types of regulation could be applied to radio. As you know, the Government published their Green Paper on the future of radio at the end of February and, thankfully, it echoed our recommendations. Of course those recommendations were really the views of our members and the applicants to the cancelled 1985 community radio experiment.

"Another part of our informed opinion has been a series of meetings with leading figures in both the radio and electronics industries. To date I have met with representatives from the IBA, The CABLE AUTHORITY, MARCONI, PHONOGRAPHERS PERFORMANCE LTD and, most recently THE MUSICIANS UNION and the HOME OFFICE BROADCASTING DEPARTMENT."

The fact that PAUL BOON is not afraid to mix in such 'high circles' suggests that the ABD's Green Paper submission will make most interesting reading. How successful did Paul feel these meetings had been?

"There is certainly a mood of change in the air and this, in turn, has led to a feeling of real optimism among the would-be New Entrants I have met. However, I am a little concerned that there is still a very negative attitude from much of our industry. Firstly, the term 'Community Radio', when used as it often is in a somewhat patronising way, seems only to regulate the creative, fresh, competitive and dynamic aspect of the future New Entrants to that of a tier of amateur status stations. Some of our membership includes advocates of worthy local and specialist services, but we also represent groups with the know-how, ability and resources to run much larger stations.

"Secondly, a couple of years ago our industry was highly critical of the lack of any real development in radio and the lack of commitment to radio's future from the Government - you know, everybody was saying 'we must have change!' Now, even with a Green Paper that outlines the choices available to stimulate such change, the industry still complains! For example: I was at the recent RADIO IN CRISIS meeting, where many special interest groups were putting their views forward at the
apparent exclusion of other special interest groups concepts of how radio could develop in the future! That is so negative because we have discovered, through our meeting with MARCONI, that there is room for around a dozen stations in every county. Surely this should satisfy the demands of all the special interest groups?

"Another thing that really irritates me is the resistance from certain quarters of the existing IR system, many of whom were campaigning for change remember as far back as 14 years ago, and who now seem more concerned with fault-finding the Green Paper in order to protect their own self-interests. What they should be doing is formulating clear proposals that will give us an industry we can all be proud of. Furthermore, constraint of the overall development of New Entrants into the system - whether they be ethnic language station groups, former 'pirates' or embryonic 'local' groups - will not facilitate the Government's clear aim of broadening listener choice."

PAUL BOOY is certainly a man of definite ideas, but he is also - and this is what's important - a man of action. The number of professionals and New Entrants queuing side-by-side to join the ABD is proof enough of the confidence they have in Paul to 'get things done'. For my money he has done more in the last 6 months to stimulate genuine growth in the radio industry, than all the short-sighted clowns in the IBA, AIRC, et al have done in 14 years. Perhaps you ought to stand for Parliament next time, Paul!!

The ABD can be contacted at 79, Caling Croft, New Ash Green, Dartford, Kent, DA3 8PY.

FORMATS

HOWARD ROSE

There are so many variations on the theme of what, at first thought, is the same format.

'Solid Gold' - in many books, relates to oldies...now matter what. True, it does. But, if you were looking at providing a Solid Gold format, I'd suggest looking carefully at the variations and clever distinctions that can come from this one almost 'throw-away' description.

If you are going after an audience who enjoys 60's music, then you can play continuous sixties music, and be very different to a station located even next door to you on the dial that also specialises in that very same time period.

Now? Well, say your competitor is playing sixties music - and he's running off the Monkees, The Applejacks and Billy J. Kramer as well as Pet Clark, Val Doonican and Frank Sinatra, you could decide to avoid the more 'poppy' types like the Monkees, or the more MOR (middle of the road) songs of Mr Clark or Mr Doonican. Take that a step further and include material by the likes of The Who, Rolling Stones, Jefferson Airplane, etc, and you have a totally different sound - whilst still appealing to the audience who just love the sixties.

It is this kind of thinking, hopefully, that will have to be seen when and if UK radio is allowed to develop in the manner that DOUGLAS BURD wants it to.

Another clever variation on the oldies labeled format is to cater for an audience who prefer to hear the more MOR types anyway. There is a vast audience for this kind of music. Sinatra, Conn, Nat Cole, Andy Williams, Ray Conniff...they are all greats that would sound great back-to-back on one station.
Another variation, which again would work well would be what the USA calls 'Beautiful Music' where you play soft, lush orchestral versions of the classics by those same singers. Here the trick is to avoid too much talk, play an much as you can back-to-back and even have your announcer read commercials live rather than spoil the atmosphere with a 90-second screaming commercial on tape.

So, you see, we have a number of very distinct variations on Solid Gold. There are several more amounting to around ten which I personally feel are clearly identifiable and workable in almost any market.

For Top-40/CRR, I think there are also some rather subtle alterations that can be made, to make your station stand out from the rest.

If CRR is aimed at the youth market and the youth like to get the trends - help them. Do not just play one hit from the Top-40 after another, but once an hour, or more if you have guts, give them something by a new act who you feel (in your stomach) will make the grade tomorrow. Make the kids feel that you care about them by giving them groups that they can identify with - be proud of - and that they can turn around to their classmates and say 'I love 'em...heard 'em last night on Radio XIII'.

There are too few programmers of music in this country at the moment who are prepared to take risks. If you don't, and you just want to play safe, you'll not be credible with today's youth.

They take chances - so must you.

SELLING YOURSELF

You hold down a daily aircshift, you do a few PA's, you reply to the odd (so you get 'em like I do!) letters from listeners...but do you ever get involved in another area of your stations op?

Generally, I assume, indeed I know, the answer is 'no'.

For those working in commercial radio, it seems pretty strange that you never get involved in the most important department in your station...the sales department.

I don't recall if I have touched on this area before in NOW RADIO NEWSLETTER but I do feel it is very important for DJs/Presenter to avails of the station rate card, the latest JICRAR results and join one of the sales team on a regular basis. Get out with the sales executive and meet the clients. Hear what they have to say, about their business, their thoughts on the station and so on. As important, is the fact that they are meeting one of the people who will be helping them to boost their sales. Care about them - they are paying your wages, lad!

You would be surprised at the number of broadcasters I have spoken to over the years who have little or no idea about the cost of airtime within even their own programmes...let alone the station as a whole.

I believe that it is wrong that more on-air staff don't actually get out and sell. At least, I would say, always carry around a copy or two of the current rate card - because you are always meeting with people who are potential advertisers.

You shouldn't try to get out of this one by saying 'it's not my job'...it is...and really it is about time that more station managers realised that their jocks should be doing a little more than playing records.

After all, you wanted to work in radio...so why not work at radio...you'll find such involvement very rewarding.
LASER SHIP MOVE

The 489-ton m.v. COMMUNICATOR, which housed LASER HOT BITS 576, has been moved to a new anchorage some 18 miles off of the French port of Dunkirk.

The vessel was towed by a tug boat commissioned jointly by the suppliers of the ship and representatives of the new financial backers and previous operating company.

Aboard the vessel are Captain BOB and United States DJ PAUL JACKSON. Other Broadcasters have either returned to the USA or are ashore. One has left the station officially and is now working in UK commercial radio.

The new financial backers have agreed to cover debts run up by the station since its relaunch last December - including to the suppliers of fuel, food and other provisions. DJs and Engineers will also be paid amounts owing to them as a part of the new package.

Some press reports had claimed that the COMMUNICATOR had been hijacked by creditors - a claim which has been explained by the fact that the tender company wanted to ensure it was repaired more than £25,000 owed to it - thus an agreement that the vessel should be moved away from the United Kingdom coast and nearer to their own centre of operations until both monies due had been paid. It would also permit the stations new owners to repair damage caused to the vessel, build a new antenna system and upgrade existing equipment.

An unconfirmed report says that the new backers may be looking at providing a stereo AM signal - though this may be unlikely for the return of the station, which sources estimate may be as little as three weeks time.

The selling of the station and the day-to-day operational control has been revamped under the latest ownership agreement.

When the vessel does return to the UK coast it is likely to anchor near to the RADIO CAROLINE ship, ROSS.

REVERSE, off the Suffolk coast. Another alternative would be to anchor the vessel off of either Belgium or The Netherlands.

SOVEREIGN TESTS 'A HUGE SUCCESS'  

Recent test-transmissions by RADIO SOVEREIGN from County Louth, Ireland, have resulted in hundreds of reception reports and many requests for details of advertising on the station, which will soon be providing a 12-hour-per-day service to North West England, South West Scotland and North Wales as well as County Louth on FM and the whole of Europe on shortwave.

The Solid Gold format station will be operated as a part of NOW RADIO COMMUNICATIONS - publishers of NOW RADIO NEWSLETTER and representatives of several other radio companies in the United Kingdom.

At press time it is not possible to detail the name of the station's Programme Director and DJ staff, though this should now be available in time for the next issue.

RADIO SOVEREIGN may also broadcast from a second Irish centre - also on three wavebands - and the company is seeking further outlets for its programming and promotions in Europe.

Reception reports are all being answered with an official confirmation letter and a detailed coverage map is being prepared. Advertising rates are being firmed-up during this week and sales contracts will be exchanged over the coming few weeks.

RADIO SOVEREIGN will broadcast 6am to 6pm seven days per week on 1521 kHz AM, 6240 kHz Shortwave and FM stereo. There will be a two-hour break at 1200 on Sundays when programming from RADIO RAINBOW INTERNATIONAL is carried.

Enquiries can be addressed: c/o Now Radio Communications, PO Box 45, Kettering, Northamptonshire, England, NN16 ONU. Telephone (0536) 51 44 37 during office hours. Messages can be left outside these hours.
**NOW RADIO**

**BBC MERSEY JOB**

BARBARA TAYLOR, a 21-year veteran of the BBC has been named as the new Programme Organizer and Deputy Station Manager of BBC RADIO MERSEYSIDE.

Taylor joined the Corporation in 1966 as a secretary in the External Services Diplomatic Unit. She joined RADIO MERSEYSIDE's Education Unit in 1968.

Since 1981 she had been Producer of the stations Town A Around programme.

**TOP JOB FOR PIRATE JOURNALIST**

STEWART PAYNE, a journalist well known for his coverage of offshore radio news, has been appointed Chief Editor of SUNDAY TODAY.

**NEW BOSS OF 3**

JOHN DRUMMUND has been named as the new person to take combined responsibility for BBC RADIO THREE and BBC MUSIC. His title will be Controller - Radio Three.

Drummund had been Controller of Music at the BBC.

**POLITICAL POST**

IAIN MACWHIRTER has been appointed the first Scottish Political Correspondent post in BBC RADIO SCOTLAND. He is 34.

**JAMMING STOPS**

VOICE OF AMERICA vernacular programming is no longer being jammed by the Soviets.

Earlier this year jamming of the Russian-language service of the BBC was halted.

**MANCHESTER INDIE PROFITS**

PICCADILLY RADIO profits in the six-months to the end of March were up by £67,000 to £253,000.

The company is paying dividends of 1.75p on its 'A' Ordinary shares and 0.87p on the Ordinary. This is the same amount as previous payments.

Investment income, a fall in IBA transmitter rental and a reduction in the Government levy helped the company's position.

**CITY REPORT**

Liverpool-based RADIO CITY reversed a half-year loss of £169,000 into a profit (pre-tax) of £72,000.

A further loss of £70,000 was recorded on the Beatles City Exhibition, which the station has now sold for approx £200,000.

The station will again pay no dividends to shareholders.

**RED ROSE CHAIRMAN RESCUES NEWSPAPER**

OWEN OYSTON, Chairman of the RED ROSE RADIO Group, has rescued the NEWS ON SUNDAY with a massive cash injection.

Previously he had been the largest single investor with a £100,000 stake in the left-wing journal.

The RED ROSE group is currently at the centre of a massive row with newspaper owners in North West England following its purchase of a freesheet newspaper which it will turn into a RED ROSE newspaper.

Other publishers are complaining that they are not allowed controlling interests in commercial radio stations - and the ownership of a newspaper by a radio station may put it at an 'unfair'-advantage.

**TRIAL**

31-year-old HOWARD BEER has elected trial by jury at a hearing of Rochford Magistrates Court. He was given unconditional bail.

Beer faces two charges of carrying persons unknown to the RADIO CAROLINE ship ROSS REVENGE in October and November 1985. He is also charged with supplying goods to the station in November 1985.
ROSE’S RAMBLINGS

I and many others find it increasingly difficult to come to grips with the fact that the IBA and the Home Office (as they are responsible for broadcasting...) are allowing certain LRB stations to merge and link-up for as long as 10-hours per day - as in the VIKING/PENNINE/HALLAN situation. This is not local radio by any definition - it is some kind of cheap backdoor way into Regional commercial broadcasting. Radio Yorkshire...

Time really is running out for those of you who want to send your submissions in to The Home Office in response to the Green Paper, RADIO: CHOICES AND OPPORTUNITIES. The deadline for your responses is June 30th - and they should be addressed to Room 664, Home Office, Queen Anne’s Gate, London, SW1H 9AT.

There are many items we have not had time to enter into this issue of the newsletter, due to the holiday. Promise that the next issue will make up for it, though - so watch for postman in a fortnight when we are back with you again!

BCR MEETING

Members of Bromley Community Radio met at the home of Chairman TONY BAILEY on Wednesday May 17th. The meeting began with the playing of an interesting tape compiled by DAVID KITTEN from Bromley Hospital Radio featuring street vox-pops with members of the public as to their feelings on the establishment of a genuine local radio service for Bromley. Opinion was fairly equally divided, although it was significant that all those interviewed in favour of such a station felt that CAPITAL, LBC and BBC RADIO LONDON were not really relevant for the Bromley area. Likewise, BBC RADIO KENT, and particularly INVICTA RADIO, for all it’s jingles’ claims to be a service ‘right across the county’ where too far away to show any real interest in Bromley. This feeling was evident too in the many letters received by TONY BAILEY following an advertisement in the local ‘Newshopper’ inviting responses to the local radio idea. One letter sighted RADIO JACK11 as a good example of a truly local music, news and information service, and in order to be successful with listeners and advertisers alike, this seems the most likely format the Bromley station will adopt.

A former BBC employee commented that the new station would have to carefully research who exactly is broadcasting to and a young mother thought that special attention should be paid to the high numbers of similar ‘mums’ listening at home in the Borough.

It was agreed that although the station would probably have to be set up on a shoestring budget, the correct professional broadcasting approach would be necessary from day-one to instil confidence in potential advertisers and to give the operation credibility.

It was important to get advertisers on the ‘side of the station’ well ahead of its launch to this end it was suggested a ‘mock broadcast’ presentation tape be made featuring music, local news and information and ‘dunway’ commercials in order to get the attention of all the bigger local businesses.

The proposed coverage area for the station is around seven or eight miles – enclosing a population of some 300,000.

Another meeting has been arranged for Wednesday June 17th and anyone wishing to attend should write 49, South Hill Road, Bromley, Kent, (01) 460 114).
Dear Editor,

So, Mr High and Mighty NOW COLES wants the Government to slow down any kind of timetable for allowing New Entrants in to compete with existing IR stations (NOW RADIO, issue 26).

Is it a question of the A IRC permitting an assumed god-gives right to the ether, or is it a case of an organisation putting up its protective barriers to hide its members inadequacies?

I don't recall there were any cries of dismay from the BBC when Independent Radio started 14 years ago. What happened to fair competition, Mr Coles?

You can't have the cake of deregulation and eat it too...

Chris Elliot
PAMS JINGLES
Kent.

Dear Sir,

I've only been a subscriber to NOW RADIO for a short while now, but I feel I must do what is for me an unprecedented move, and put pen to paper to tell you how pleased I am with your fantastic, brilliant, excellent publication. Living up here in Tamworth, it's only too easy to get cut off from news and going's on in the wide and wonderful world of radio. But in your magazine, I am kept fully up-to-date with every twist and turn and every aspect in our volatile medium. Also, unlike a lot of radio publications, it's unpredictable. There's nothing worse than magazines that have settled in to a rut, you know what you're going to read virtually before you've even opened the envelope it arrived in!

Something else which has also been badly lacking in radio publications, until NOW RADIO, was comment. I mean lots of it! Not just a few lines in the Editorial, but comment and criticism that finds fear nor favour. Radio has long been in need of the championing voice, and in NOW RADIO it has found it. Long may you continue, and whatever you do, don't go 'safe'. Keep on pushing and plugging for those changes and highlighting faults in organisations and individuals. Keep chasing laziness and ineptitude within the industry. Oh yes, before I go, let's have lots more of ROB CHAPMAN, too. The man's article on the ART OF THE DJ in issue number 27 was nothing short of brilliant. I can't wait for his book!

Keep up the excellent work.

PS Keep up the offshore radio reporting and lots of articles like the WONDERFUL RADIO LONDON FILES...sheer brilliance, it was!

Yours sincerely,

Paul L. Boon
ABD
c/o 79 Caling Craft
New Ash Green
Dartford

Dave Hardy
4 Ryton
Belgrave
Tamworth
Staffs
Howard G.L. Rose
Editor
Now Radio Newsletter
Kettering
Northants
England

Dear Sir,

I am writing to you about a couple of issues in connection with unlicensed radio stations. I hope you will publish my letter.

The unimaginative policies of the Governments of both Britain and Ireland with regard to the development of radio have led to a totally inadequate radio service in both countries. The consequent gap has been filled by radio stations not licensed by the Government and consequently not using frequencies allocated by the International Telecommunications Union.

One of the reasons for the existence of the ITU and for regulation of the airwaves by National Governments is to prevent stations interfering with each other. Unfortunately, as pirates operate outside this framework, the risk of causing interference increases, and this has occurred in many instances. Problems of interference with legal (and, in many cases, popular) radio stations have been documented on many occasions, including in Now Radio. For example, I note that the splatter caused by Caroline and Laser obliterates RTE Radio 1 in South East England. As you will probably know, there are many Irish emigrants in the South of England and they listen to RTE 1 to stay in touch with their homeland. There are also reports of difficulties receiving BBC Radio 3 in the Crystal Palace area.

Here in the East Coast of Ireland, the problem is particularly acute, especially with regard to BBC stations. I have for example been complaining for over a year about a religious station operating in the Dublin area and run by a solicitor (!) which is interfering with BBC Radio 1/2 on FM. But, there are also complaints relating to interference with Radios 3 and 4. An aerial contractor told me that the FM band in the Dublin area was a disaster area as a result of the pirates, and, even with high-gain aerials, good BBC reception cannot be guaranteed in the Dublin area anymore. This is an utter disgrace.

There are many other instances, although in some cases--unfortunately not all--stations change their frequencies to avoid causing interference problems.

In the Dublin area, the biggest problems appear to occur in the sub-bands from 88 to 94.7 MHz. What many broadcasters do not appear to realise is that this sub-band is used not only for RTE's three services, but also to receive the three BBC services in this country, received from either Divis in Northern Ireland or several Welsh transmitters. It is also used by the various cable companies for relay purposes. The result is that, so far as I can see, it is
not possible for any additional stations, other than those that should legally be there, to operate in this sub-band without causing some difficulties. But several do, and they do cause interference problems, including the one I have referred to above.

Essentially, what I am asking, through the pages of the Now Radio, is for the Irish Pirate Radio Stations not to use frequencies within the sub-band from 88 to 94.7 MHz, and for those now broadcasting within it to move elsewhere.

At the same time, I would ask stations like Caroline and Laser to stop jamming KFA broadcasts, and for pirates in general to take whatever steps they can to avoid creating interference and if they cannot succeed in doing this, to pack it in.

What I am saying here may appear rather harsh, but, it must be said that when interference problems are created by cowboy operators, the pirates, far from filling the gap left in the legal radio service, simply become a nuisance and this only strengthens the case of the DTI in Britain and the Department of Communications in Ireland in acting against pirate operators.

A second issue, addressed particularly to the Irish stations, is, given the shortage of space on the FM band, to ensure good sound quality. There is nothing worse than a station taking up room on the band with appalling sound quality, for example, through over-modulating. If you cannot guarantee good sound quality, nobody will listen to you, because there are too many better stations readily available anyway.

Thirdly, many Irish stations have totally amateurish presentation. Such stations are a waste of space, and given the example set by Radio Nova and Sunshine Radio (before the American guy took over), there is no excuse and no place for amateurish presentation.

The existence of pirate stations who fail in these areas, is not justified, and these should give up. They are giving free radio a bad name and are doing its cause considerable harm.

Thank you for publishing my thoughts on the subject. I hope my letter sparks off some lively debate among your readers.

Yours Sincerely,

VINCENT KENNEDY.
Vacancies are listed free-of-charge by NOW RADIO NEWSLETTER. If you have an opening which you would like listed, please send details in writing, to Openings, NOW RADIO NEWSLETTER, PO Box 45, Kettering, Northamptonshire, NN16 0NW.....

RADIO CITY has a vacancy for a SALES MANAGER who could find him or herself earning between £25,000 - £30,000. City is the United Kingdom's second biggest IR station outside of London and is planning to take over the number one slot in the next few months. It's looking for an outstanding Sales Manager to develop and lead a highly professional sales force. The person appointed will be directly responsible to the MD for achieving sales targets and managing and expanding department which includes traffic and commercial production. The post calls for a dedicated and enthusiastic manager with solid achievement in operating a sales force and a firm commitment to modern sales training systems, research development and computer-based marketing support services. Fullest details are requested to be sent in strictest confidence to Terry D Smith, Managing Director, Radio City, PO Box 194, Liverpool, L69 1LD.....

There are several openings available for enthusiastic SALES EXECUTIVES to build-up, develop and sell airtime for RADIO SOVEREIGN. The station will shortly be broadcasting 12-hours (prime time) into North West England, South West Scotland and North Wales on AM, plus Europe-wide on Short wave and locally in Ireland on FM Stereo. The station is seeking self-starters with a total commitment to commercial radio, a track-record and the ability to both reach weekly sales targets and maintain constant client satisfaction. Very Good Commission will be paid. This is not a job for the desk-bound, but ideal for those wishing to travel and meet with clients. Knowledge of the potential in a commercial station with the ability to offer clients spot advertising, as well as DJ endorsements, sponsored programmes and well-planned co-promotions are sought. Applications with full c.v. should be addressed: General Manager, Radio Sovereign, c/o Now Radio Communications, PO Box 45, Kettering, Northants, NN16 0NW.....

PICCADILLY RADIO has vacancies for RADIO JOURNALISTS. The job involves bulletin reading, newsgathering and sports reporting. Salary is £10,000 per annum plus a profit-sharing scheme. Airchecks and CV's should be mailed to Programme Controller, Mike Briscoe, Piccadilly Radio, PO Box 261, Manchester, M50 1QW.....

BBC vacancies of the moment include the following: SENIOR FINANCIAL JOURNALIST (Senior Producer) to work for News & Current Affairs in London. Salary £14,000 to £17,505. Closing date for applications June 12th. Ref: 3575.....

BBC RADIO CAMBRIDGESHIRE has an opening for a NEWS PRODUCER to be based in Peterborough. Salary £10,412 to £14,725 plus annual allowance of £1,020. Ref: 3655.....

BBC RADIO OXFORD needs a new PROGRAMME ASSISTANT and the salary ranges from £7,874 to £11,110 plus £597 allowances per annum. Ref: 3656.....

For BBC vacancies, write to BBC Appointments, London, W1A 1AA or telephone (01) 927 5799 and ask for an application form. It is important to quote the reference number when writing or calling.

More vacancies next issue!
Dear oh Dear! CAPITAL RADIO, stand up? Despite announcing that they’ll be paying an interim dividend of 2p per share after making pre-tax profits in the first six months of the current financial year of £1,536,000 (an 86% per cent rise, staff have been told in a memo) that they cannot be provided with any new recording tape until the end of the current financial year!!!

SUSAN CHARLES, Canadian DJ-ette from CAROLINE has now moved south to the French/Italian border region to join SUNSHINE - a new FM'er in that neck of the woods. Also said to be at the new station is none other than ALAN WEST.....

Not No! In our last issue we stated that BILL MACDONALD and DAVID MAKER would be joint managing directors of a new merged operation of RED WAVE and the VIKING Group. It turns out that DAVID MAKER would be the Group Chief Executive and it's really as simple as that. Well, I thought it might.....

SEVERN SOUND and CENTRAL TV have joined together for a summer of promotions, many involving the SEVERN SOUND SHO MOBILE. TV stars will appear at the radio stations venues and 'jocks' will be seen wearing outfits displaying the logo of both the radio and tv operations. Listen, how far can this idea go? EDDIE VICKERS making guest appearances in CROSSROADS?? At least, I hope, he wouldn't forget his lines!!.....

Interesting point from our regular and active contributor ROB CHAPMAN about his recent article entitled 'The Art of the DJ'......Rob wishes it to be known that his article was not a top ten of disc jockeys and you should not have thought that because one name appeared ahead of another he was rated, by Rob, any higher than a person spoken about later in the most interesting feature......

Your Editor and family have just returned from a fabulous holiday (and thank's to all who left messages hoping we had a good time)... must admit it was rather lacking in radio listening - though did manage to grab a few moments with the likes of BBC RADIO CORNWALL and BBC RADIO DEVON. A most compulsive Saturday morning request show was noted on BBC RADIO DEVON with a chap who had a really strong regional accent and who claimed he was not hosting his show for the rest of the summer due to the amount of work required to be done on his farm! I kid you not!!.....

The holiday, by the way, also means that we are somewhat behind with our administration - so if you have written to us recently - please do allow some extra time for a reply or response. Those who have contributed material may also find it has had to be held over until the next issue. The vacation ended, we were all working away from early Sunday evening on getting this issue together.....

Hardly has he had time to wash off the salt from his knee caps and ANDREW TURNER is again news-reading. This time, rather than bobbing up and down aboard LASER HOT HITS ('It's what the off/on button was invented for...') he is working at INDEPENDENT RADIO WORCS. Perhaps the best time of the year for offshore jocks to jump ship as there are many stations seeking relief broadcasters to cover for holidaying staffers....

That JOHNNY LEWIS lad was due to come up to see us this weekend, but was unable to join us for much the same reason. The lucky fellow, now with RADIO VIVRER (Worcester), is now sitting in on the breakfast programme and doing a mighty fine job too! Just like old times, matey!!!?!
A FUTURE FOR RADIO SEALAND?

The passing of new legislation in this UK Parliament means that, with no debating of the issue, British territorial waters have been extended from the traditional 3-miles to 12-miles.

So, you may ask, what has this to do with broadcasting?

Well, as well as the RADIO CAROLINE operation already well established aboard the mv Ross Revenge, there is another radio enterprise, though not yet broadcasting, which will be looking at the implications of the new law with the best legal advisors in the world.

I'm talking about Sealand. Sealand is the former World War 2 anti-aircraft fortress situated off the Suffolk coast which has been occupied by the Bates family (Roy & Joan and their son Michael) since 1967. They have declared it the Principality of Sealand, and despite some claims to the contrary, it has all the requirements of an independent kingdom.

Last year Sealand hit the headlines when Sealand said it would be licensing three commercial radio stations - stations which would operate with around 50kW transmitter power and cover much of England, as well as the Benelux and beyond.

Scores of applications were received from potential commercial radio broadcasters and as things stand at the moment, work is progressing on establishing the first stations later this year.

Sealand is seven miles from Harwich and, if it had not been declared a new minestate, would have been within the newly declared UK waters. But the Bates claim that their decision to also claim territorial waters - though only to the extent of three miles - saves them from the possibility of an armed takeover of their territory by United Kingdom forces.

All that the United Kingdom can now do is take the issue, if it wants, to the International Court. It knows that Sealand exists, it forces its population and visitors through immigration controls, customs and the like and pretty well recognises it is there and will not go away.

The UK also claims that the new law was not past to hit at offshore radio - whilst the DTI likes to warn it "would consider action against broadcasting from Sealand..." under the Marine (etc) Broadcasting Offences Act 1967.

There are many who would like to hear RADIO SEALAND and see it become a success - not least those who have followed the Bates' dream of the last twenty years.

It's not just an issue of interest to the broadcast industry - but to legal boffins from around the world.

Legally ROY BATBS is right - though a country that passes a new piece of legislation to extend its coastal waters with no public debate might also forget democracy on this issue......
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**LABOUR GOVERNMENT WOULD BE BAD FOR UK RADIO INDUSTRY**

If a Labour Government was returned in the General Election, there would be no development of United Kingdom sound broadcasting - indeed that party is looking at imposing new and strict controls on the media in general.

That's the warning from and to the radio industry only days away from polling in the '87 election.

The Conservative Party has a strong line - backing the radio industry's call for a 'lighter touch' and more stations - especially localised, specialist and community operations.

However, it does appear that the Conservatives may hold back the legislation for such development until the 1988/9 Parliamentary year - unless they are pressurised into introducing a change in the situation earlier.

Submissions in response to the Green Paper must be delivered to the Home Office by June 30th...
PROGRAMMING AIDS

G’LINERS: Send request for latest catalogue on station letterhead or $2 to G’Liners, 1237 Armacost 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: ABO, 79 Calling 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 1903 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, NN16 OWL.

VACANCY

THE VOICE OF PEACE radio station has an immediate opening for an EXPERIENCED BROADCAST ENGINEER. AM & FM Transmitters are installed on the station which is located aboard the MV Peace, at anchor off the Tel-Aviv, Israel coast. Good financial arrangements offered. Write immediately to: The Voice of Peace, PO Box 4399, Tel-Aviv, Israel or telephone Now Radio Communications (United Kingdom Representatives VOP) (0536) 51 44 37 for further information.

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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 (1983)!! 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 OWL.

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 £1.00 for free list, Tower of Power Tapes, 5 Latham Street, Brigstock, Northamptonshire, NN14 3HD.
THE ACCURATE STORY

The Voice of America "two source" rule: We won't put a news story on the air until it's reported by a VOA correspondent on the scene or it's confirmed by two independent news sources. And we use AP, UPI, Reuters, Dow Jones, NY Times, AFP and other international wire services in addition to more than forty VOA correspondents and scores of travelling stringers. The only exception—and a rare one—comes when a responsible medium has a noteworthy "exclusive" and then we clearly cite the source. We do all this to make VOA News accurate. Because it's our job to give you NEWS YOU CAN RELY ON.

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