

NOW RADIO


EVERY FORTNIGHT

ISSUE # 29

JUNE 16th, 1987


INDEPENDENT RADIO. THE MARKET LEADER. INDEPENDENT

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INDEPENDENT RADIO. THE MARKET LEADER. INDEPENDENT

NOW RADIO

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The General Election is over!

Now it is time to ensure that our submissions are sent to the Home Office in response to the Green Paper on the future of *OUR* Industry. At the same time, we must pressure the Government to introduce the legislation to allow the introduction of many new Small Business, Community-of-Interest and Local radio services by the many groups and individuals who have been waiting, in so many cases, years to get on the air.

You must put the pressure on, NOW!

HOWARD G. L. ROSE

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NOW RADIO

NOW RADIO GREEN PAPER REPLY

NOV RADIO COMMUNICATIONS'

submission to the Home Office in reply to the discussion document, **RADIO: CHOICES & OPPORTUNITIES** will be delivered to the Home Secretary, **DOUGLAS HURD**, in the coming few days.

The document stresses the importance of a quick move towards the introduction of legislation allowing for new local radio services, claiming that there are scores of individuals, organisations, groups and companies ready to provide listeners with a choice of programming and broadcasters with a choice for employment.

In calling for fast development of Local Radio, **IRC** has called on the Government not to look on National Radio Services as a priority - suggesting that the hundreds of frequencies that would be left free for local use by 'dumping' national services would benefit a greater number of broadcasters and listeners. The report suggests that, in doing-away with simulcasting, even National-type stations should only be permitted to use one channel. **IRC** state that, it would be in the best interests of all, to look at Regional stations instead of

National operations, which might serve such areas as North Wales, South Wales, South-East England, Scotland, The Midlands, East Anglia, etc.

The submission also says that it should be a decision for each licence applicant which kind of format they offer to listeners - and any regulatory body should not interfere with a station's original policies.

It does give conditions where changes in format may not be allowed - especially for Community Radio stations which may wish to switch to a more 'popular' format.

The **NOV RADIO COMMUNICATIONS** report touches on station ownership and calls for some regulation of foreign ownership - and ownership by United Kingdom companies - to avoid existing **IR** stations 'buying' into future Local Radio operations with little regard for the programming content of such stations.

To assist with quick growth of the radio industry, **IRC** suggest that the Home Office, **DTI** and the authority which will oversee its development, should 'farm out' work such as in technical areas to private firms such as **MARCOMI**.

IRC propose 5 categories of Licence which should be

available. National, Regional, County-wide, Town & Surrounds and Neighbourhood.

"It is so important for there to be no delay in getting scores of new stations on the air. There must be no delays because of the petty arguments of some existing bosses of commercial stations operating under the IBA. This is a business which thrives on competition, whether a station is commercial or not, having other stations to do battle with can only mean a healthy market-place for all concerned. We do not want to see a delay of two, three or maybe four years before we can realise our

aims...we must see that the Government gives this industry its 'head', as Mr Hurd would put it!" said **HOWARD G. L. ROSE** (Broadcaster **JAY JACKSON**) for **IRC**.

Copies of the **NOV RADIO COMMUNICATIONS** Report will shortly be available to subscribers to **NOV RADIO**.

Details will appear in the next issue.

The Home Office wants all responses to the Green Paper to reach it by June 30th. Details appear elsewhere in this issue.

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FILE ON DISC

Songs which were written with inspiration from the horrific 1984 famine in Ethiopia, and the response of people from around the world to it, have been released on an album by BBC staffer, HILTON FYLE.

Hilton, who hosts a weekly call-in show for BBC RADIO LONDON, and who has hosted programmes for the BBC EXTERNAL SERVICES such as *Network Africa*, says that proceeds from the sale of a second single from the album will go to the BBC's *Children in Need Appeal*.

YORK OLDIES SPECIAL

CHRIS CHOIS' fascination with antique gramophones of the wind-up variety has resulted in a ten-week series of music from cylinder recording on BBC RADIO YORK.

The recordings, dating back to the beginning of this century, were collected by a local enthusiast, PAUL WOOLENS. He contacted CHRIS CHOIS when he played some 78's on air on his own wind-up gramophone.

SUNDAY TIMES REPORT

A report in THE SUNDAY TIMES (June 15) claiming that the m.v. COMMUNICATOR had been

taken by force to a West German port have been described by a station spokesman as "Nothing but fantasy!"

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INDEPENDENT STATION ORGANISATIONS ATTEMPT TO SAVE FACE

A last-minute attempt to prevent the collapse of the trade organisation, ASSOCIATION OF INDEPENDENT RADIO CONTRACTORS, has been launched.

Managing Director of RED ROSE RADIO GROUP, DAVID MAKER, who has informed the AIRC that his company, which operates three commercial stations, will pull out of AIRC and its sister marketing operation, RMB (Radio Marketing Bureau), at the end of September, has been invited to recommend a new structure for the future of the two operations.

Maker, one of the bitterest critics of the trade bodies, has claimed that the majority of IR stations are unhappy with AIRC and the RMB. He accused them of being out-of-touch with their members.

DAVID MAKER is now Chairman of a committee designed to look at the future of AIRC/RMB. The committee will report to the annual congress on June 30th.

The Preston-based boss of commercial stations in that town and in Leeds and South Wales, says that unless changes are brought about, the RED ROSE

organisation will continue to be in effect from September 30th.

In an attempt to wipe-away difficulties at the RADIO MARKETING BUREAU, a new Board of Directors has been formed consisting of representatives from the commercial stations. Until now the power has been held by the national sales houses.

Those from the former Board will now form a new liaison committee.

GROFF MOFFATT, Chief Executive of the RADIO MARKETING BUREAU, is working on a special guide for potential advertisers to explain planning and buying of airtime on commercial local radio.

He also continues to face the task of employing more staff following his takeover of the organisation. He joined it with no staff remaining after the unexpected exit of the former boss, GERRY TAYLOR.

A lack of finance, at least at the moment, means that GROFF MOFFATT may have to delay developing RMB into an airtime sales operation.

PROSECUTION OF PIRATES PLANNED

The PERFORMING RIGHT SOCIETY says it is planning to push ahead, following legal advice, with prosecution of a

large number of private radio stations now broadcasting in Ireland.

A spokesman for PRS in Dublin told NOW RADIO that they estimated the pirates owed them more than £5 million in unpaid royalties on music used in programming.

At the same time the Irish Government has said it will now look at introducing a new Bill to Parliament to update the 1963 Copyright Act.

They plan to introduce the Bill in the Autumn.

They also say they are introducing legislation to outlaw, with £10,000 fines and jail sentences, the activities of pirate radio operations.

One major commercial private/pirate station, ROBBIE ROBINSON'S SUNSHINE RADIO, does pay royalties to PRS in a major agreement drawn up several months ago.

DANES HEAR BBC OUTPUT VIA CABLE OPERATIONS

A cable distribution system in the Danish Capital, Copenhagen, is now carrying BBC Radio and TV programming which is delivered via the Intelsat 5 satellite.

The radio programmes include 8-hours of WORLD SERVICE and many other hours of foreign-language output from BBC EXTERNAL SERVICES.

The system is operated by KTAS.

NOW RADIO

LATEST RATINGS BOOK SHOWS MORE THAN A MILLION NEW INDIE RADIO LISTENERS

The latest JICRAR survey covering the January - March (1987) period leaves the network claiming it has attracted a further 1.2 million adults - now reaching 47% of adults.

The average number of hours listened, however, has dipped to 12.1 per week, down 0.7 hours.

The total number of hours tuned to IR is up by 3.4 million to 226 million.

Part of the increase in reach by commercial stations operating through the IBA has been attributed to the fact that NORTHANTS 96 and OCEAN SOUND have been added to the survey. There has also been the annual revision of the population estimates for all areas. IR stations now cover areas with a population of 40.1 million adults - up from 38.9 million.

The total audience figure, including children, has increased from 20 million to 21.3 million - representing a percentage reach of 45%.

Based on the latest ratings book, commercial stations will now be claiming a four weekly reach of

around 26.7 million people aged 5 and over.

There has been no major change in the audience profile of IR. 52% of the IR audience is male - compared with 48% of the adult population. 45% of the IR audience is under 35 - compared with 37% of the adult population, and 33% of the IR audience is in the ABC1 social grouping - compared to 37% of the overall adult population.

There has been a 3% drop in the number of ABC1's reached by the commercial stations.

Within its areas the IR services remain overall the most dominant radio services with a share of 28.8% and showing hardly a move from the October - December book when the figure was 28.7%.

The JICRAR survey shows that RADIO ONE has lost a large share of its audience, which is down from 28.3% to 24.4%. The commercial stations claim that the RADIO ONE loss has been a gain for RADIO TWO (up 0.7%), RADIO 4 (up 1.2%), BBC LOCAL RADIO (up 1.2%) and 'other stations' which are up 1.0%.

According to the survey RADIO TWO has a share of 19.2%, RADIO 3 has 1.8% (down from 2%), RADIO 4 has 11.2%, BBC LOCAL RADIO has 9.6%, RADIO LUXENBOURG has 0.3% (down from 0.5%) and 'other'

stations (including pirates such as RADIO CAROLINE 4.6%, up from 3.6%.

The peak of the audience for IR is between 0800 - 0830 when 10% of adults 15-plus are listening to the commercial stations - that's 3.8 million adults.

One major point which is seen as a fault in the method of surveying the commercial stations: the individual stations weekly reach/hours listened figures are not released in these quarterly books. This means that a station could rise or fall dramatically as a result of programming changes - and not be able to benefit from releasing such figures.

In other territories it would be unheard of to publish just regional or national figures without detailing the station-by-station picture.

When the effects of deregulation of radio come into force it is clear that individual stations will have to seriously look at releasing all details of their station-performance in order to win regional and national advertising income.

At the same time the traditional high reach figures for IR stations will be eroded making the release of such detail more important.

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SEALAND PROJECT WILL BE SUBJECT TO UK LAW SAYS DTI

The DTI says that until the Territorial Sea Act comes into force, **SEALAND** is subject to the Marine (etc) Broadcasting Offences Act 1967, and after the Act is enforceable, it will be subject to the terms of the Wireless Telegraphy Act 1949.

A spokesman for the DTI told **NOW RADIO** that broadcasting plans by **ROY BATES** which include the establishment of a powerful television station and up to three commercial radio stations would not be allowed.

The DTI and the UK Government reject the claim made by **ROY BATES** that the former **VV2** fort Roughs Tower was an independent state.

"As far as we are concerned it is Crown Property. It is owned by the Ministry of Defence."

He continued: "**ROY BATES** has no right to stay there..."

Furthermore he claimed that DTI officials would not hesitate going to Roughs Tower and taking action against any radio or television station broadcasting from the fort.

"At the moment it is outside the United Kingdom and subject to

the Marine (etc) Broadcasting Offences Act 1967, but as soon as the Territorial Waters Act, which is already law, comes into force, we will see that fort inside UK waters and liable to whatever action we are required to take to prevent unlawful transmissions."

ROY BATES claims that Roughs Tower, which he has renamed **SEALAND**, is independent of the United Kingdom and the UK would not be able to prevent any broadcasting from the former anti-aircraft gun tower.

Roughs/Sealand is located about six miles off the Suffolk coastline. **ROY BATES** says that the UK would have to draw the limits of its new 12-mile territorial waters around the tower, which has a self-proclaimed 3-mile limit.

IRISH TO ATTACK RADIO CAROLINE IN EUROPE

A group of Irish Members of the European Parliament are taking their complaints about **RADIO CAROLINE** to the European Parliament in Strasbourg.

They claim the offshore station interferes with **RTE RADIO 1** programmes for listeners in London and the South East of England.

MAJOR OFFSHORE RADIO TRIAL IS AGAIN DELAYED

IAN BAKER
For **NOW RADIO**

Defence Lawyers for nine people alleged to have committed offences related to the operations of **LASER RADIO**, the **LASER ROADSHOW DISCO** or publishing of the frequency of **RADIO CAROLINE** in **TIME OUT** successfully requested a further delay in their hearings last Friday (June 12) at Sheerness Magistrates Court.

The next appearance has been set for July 10th.

Offences have been alleged by the Director of Public Prosecutions after massive DTI investigations into the operations of offshore radio stations.

Those charged are being prosecuted under terms of either the Marine (etc) Broadcasting Offences Act 1967 or the Criminal Conspiracy Act.

It is thought that some of those appearing will elect for Trial by Jury. This would mean a trial lasting perhaps several weeks and would cause an even longer delay in this the largest ever trial of people alleged to be connected with offshore radio operations in the United Kingdom.

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NEW SCOTTISH RADIO POST

A new position has been created by BBC ABERDEEN - radio production manager - and the job has gone to ROBERT SPROUL-CRAW, 36, who has worked for the BBC since 1978. He was a newsreader, based in the Scottish capital.

Later he became head of presentation and was involved in the production and presentation of a number of programmes himself.

More recently he has been working on the development of local radio service operations in Scotland.

FORTH MAN

Edinburgh's RADIO FORTH has hired 25-year-old MARK LEISHMAN as a reporter.

He joined the commercial station from a local newspaper in Kirkcaldy, but has in the past worked for BBC RADIO SCOTLAND's news service as a reporter.

NESS SEEN IN ABERDEEN

DOUGLAS NESS, a freelancer, has been made a Contract Producer with BBC RADIO ABERDEEN.

His new job will also involve him in presentation and reporting duties for the station.

WELSH AWARDS

VINCENT KANE of BBC RADIO WALES has been named Radio Current Affairs Journalist of the year and GWILYM OWEN (also of BBC RADIO WALES) was given a special award for his outstanding work in the Welsh language.

They were given the awards as part of the annual J. R. FREEMAN NEWS AWARDS given to journalists working in Welsh media.

35-YEAR RADIO VETERAN EXITS

DAVID FRANCEY has retired after 35-years in the BBC.

Francey was a soccer commentator whose career included him talking listeners through more than 1500 games.

His last was the international match between Scotland and Brazil in Glasgow.

NEW ENTRANTS SHOULD 'BEWARE' ILR INVOLVEMENT

Many existing ILR stations operating under franchise to the INDEPENDENT BROADCASTING AUTHORITY are preparing to offer their 'services' to prospective New Entrants into broadcasting - including Community, Specialist and Ethnic stations.

However, there is a fear from the New Entrants that such ILR stations, with cheque-book's in hand, are simply looking at holding on to their control of local media and whilst the finance on offer from such stations to the new sector may look attractive, they could result in disaster for many operations.

NOW RADIO understands that there is an 'open-cheque' on offer from some existing commercial companies, together with offers of premises, facilities and managerial 'expertise' for the groups planning to seek licences as a result of proposals in the Green Paper, Radio: Choices and Opportunities.

With groups looking at buying out other ILR stations, seeking to form regional commercial radio, after national licences and taking over local newspapers - the move to controlling new local radio services is a simple move for such media moguls. However, New Entrants must look at their own plans and realise that whilst the cash-backing perhaps being offered looks like gold being sent from heaven, it is likely to only result in heartache for those who have established such projects when they lose control to their backers.

NOW RADIO

GREEN PAPER SUBMISSIONS

Submissions in reply to the Green Paper, RADIO: CHOICES & OPPORTUNITIES must be delivered to Room 664, The Home Office, Queen Anne's Gate, London, SW1H 9AT by June 30th at the very latest.

Remember, for the vast majority of our readership, the Green Paper offered a chance for development of our industry we have long been campaigning for, and we must show our support for the proposals, and suggest to the Home Office that movement is made in a positive manner with little or no delay to implement these much wanted changes for the benefit of both broadcast industry workers and radio listeners alike.

To ignore the Green Paper and the importance of development of an industry which has for far too long been 'pushed-aside' by politicians and civil servants, would be nothing short of criminal.

Whilst some submissions may be lengthy documents, even a short letter stating your support for certain key-issues will show to The Home Office there really is a call for an urgent restructuring of our industry.

ANOTHER PROFIT FOR SWANSEA

Commercial radio station, SWANSEA SOUND, made a pre-tax profit of £61,469 for the half-year ending March 29, 1987. This compares with a loss of £2,806 which rose to £18,788 by the 1985-86 year end. Turnover for the six months rose to 2447,521.

National advertising income rose by 24%, with local revenue also increasing, by 18%.

LAW LORDS RULE AGAINST DTI ON PIRATE ISSUE

The DTI's powers to close down pirate radio stations have been drastically reduced by the ruling by The House of Lords.

Five Law Lord's dismissed an appeal by the Department of Trade & Industry and ruled that it did not have the powers to confiscate records and tapes from pirate radio stations convicted of broadcasting without a Home Office licence.

The Law Lords upheld a Court of Appeal ruling that forfeiting records and tapes was wrong as they were not broadcast apparatus as defined by the Wireless Telegraphy Act 1949.

"The Lords' ruling is quite a significant decision for the radio community, particularly pirate operators," said

a DTI spokeswoman. She continued: "It is definitely in their favour...records and tapes are the most expensive items of their equipment." She said that transmitters were often the cheapest items on a pirate stations shopping list.

The DTI claimed that its confiscation of station records and tapes was one of its strongest deterrents. In one instance a pirate station, where only the transmitter had been taken away, had been closed down by DTI officers more than one hundred times.

"New legislation might be needed to deal with the situation," said the DTI spokesperson.

The Law Lord's decision means that a pirate radio operator from Anfield, JEFFREY RUDD, who pleaded guilty in 1985 to two charges of breaching the Wireless Telegraphy Act 1949, will now get his collection of 310 records and tapes, some priceless, back from the DTI.

Mr Rudd had been operating a pirate station from his home in Finchley Road, Anfield, in November 1984.

He had been fined £100 plus £40 costs. When Magistrates used the 1949 Act to confiscate his recordings worth £3,000 along with a

NOW RADIO

transmitter and studio equipment, the accused took his case for the return of his music collection to the Court of Appeal which ruled in his favour last year.

The DTI then appealed to the House of Lords.

In the past the DTI have confiscated records and tapes from scores of stations.

The Anfield pirate has been awarded costs against the DTI.

Dismissing the DTI's appeal, LORD GOFF, sitting with LORD BRIDGE, LORD BRANDON, LORD MACKAY and LORD ACKNER, said: "I recognise this conclusion may create problems for the enforcing authorities."

Landbased pirate radio stations who broadcast with inexpensive transmitters using microwave or UHF linking systems and who record programmes in inexpensive studios will find that the House of Lord's ruling will truly benefit them. Until now there has been the constant fear that the DTI would raid and take away valuable recordings from studios.

It would even lessen the cost for a station broadcasting live, now that such operations do not have to be concerned about losing

costly records and tapes.

Several larger private radio projects had failed to materialise due to the fact that the DTI were illegally taking away non-broadcast apparatus.

Such projects may now feel it worthwhile looking at the potential of launching following this important legal decision by the Law Lords.

SUSSEX RADIO CHANGES

At SOUTHERN SOUND, CHRIS COPSEY has departed the station leaving the weekday breakfast programme in the hands of SEAN BOLGER. The airshift operates 6 - 9am.

RUSS WILLIAMS has also exited the Brighton commercial station and is replaced on the 9 - noon shift by ROGER KENNEDY.

Former BBC RADIO TWO and Uffahore radio deejay, TONY BRANDON is the replacement for CLAIRE MARTIN on the station between 12 noon - 3pm.

Yet another change is the hiring of PAN SPRIGGS to replace JOHN MANN on the p.m. drive shift between 3 - 6pm.

BBC RADIO SUSSEX has lost ROLAND MYERS and his popular 3 - 6 pm programme.

Another station staffer replaces Roland on the programme.

AIRE RUNNING GRACELAND COMP

Perhaps the biggest competition it has ever run has been launched by the Leeds commercial station RADIO AIRE.

Two listeners stand the chance of winning a visit to the home of ELVIS PRESLEY together with an eight day holiday in Memphis and an overnight stay in Nashville.

RADIO AIRE has organised the competition with APOLLO TRAVEL and TRANSAMERICA.

Listeners are asked to answer 10 questions on ELVIS. The winners names will be announced during an ELVIS' special edition of PETER TAIT'S SOLID GOLD SUNDAY programme on August 16th - ten years to the day that the rock n roll legend died.

AIRE SPLITS

RADIO AIRE used the General Election poll count to launch into its first-ever split-transmissions.

The station ran an Election special on 828 AM with Programme Controller CHRISTA ACKROYD and Head of News JOHN SHIRES.

PAUL STRAD hosted a music-based show on FM 96.3.

Both programmes began at 10pm.

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RADIO FINLAND COMMUNICATES WITH MONIQUE

Engineering Chiefs from RADIO FINLAND have written to the operators of RADIO MONIQUE, the Dutch-language offshore station broadcasting from facilities aboard the RADIO CAROLINE ship ROSS REVENGE.

In their letter the Finnish explained that they were due to switch on their 600kW AM transmitters on the same channel as MONIQUE operates, 963kHz, and suggested the offshore station might like to, once-and-for-all change to a new frequency to avoid being obliterated by the state radio's international service.

The engineers suggested that RADIO MONIQUE conveyed their message to RADIO CAROLINE engineers in order to get them to go-ahead with a change.

The Finnish suggested the offshore operation 'tied 981kHz' as an alternative.

SUPER-FINANCE BEHIND NEW LASER OP

New United States backers behind the purchase of the LASER RADIO ship COMMUNICATOR are ploughing \$2 million into relaunching the station (as reported in NOW RADIO).

The new owners will relaunch the hot hits format station with AM Stereo - making it the first such station to take to the air in Europe.

Debts run up by the station since its return in December have been paid by the new backers. Staff wages outstanding were due to be paid last week.

Re-equipping the MV COMMUNICATOR, now laying at anchor between England and France, about 19 miles North West of Dunkirk, begins this week.

A second channel, providing either Middle of the Road/Beautiful Music, or perhaps Country, will also be operated by the Florida-based organisation.

CONFERENCE

The RADIO ACADEMY holds a one day conference on Public Relations and Sponsorship in relation to the radio industry.

The conference is at the Portman Hotel June 17th.

MAJOR DISCOVERY

Less than 6-months after discovering 70 complete GOON SHOW recordings which had been missing for 30-years, Engineer TED KENDALL has now located

40 radio programmes from the popular fifties series JOURNEY INTO SPACE.

He found them in the basement of Kensington House, where he works for the BBC as a recording engineer in the Transcription Recording Unit.

The broadcast-quality programmes are on 16-inch discs.

RADIOOLYMPIA PLANS

To celebrate the 21st anniversary of the four national radio services, the BBC is mounting a radio exhibition on the scale of the old RadioOlympia shows.

The 10-day show will be the first of its kind in 20-years and will be at the Earl's Court Exhibition Centre starting September 30th next year.

Exhibition space is to be sold to industry-related businesses. Indeed some has already been reserved.

Network programmes will be broadcast live from a studio-stage complex, a Story of Radio exhibition will chart the more than 60 years of technological and programming developments in radio and a giant working model will be centrepiece for the show.

The idea originated from JOHNNY BEERLING, Controller

NOW RADIO

RADIO ONE, two years ago.

The last **RADIO LPMIA** show was in 1966, but they reached their peak in popularity in the '50's.

The BBC is to look at the practicalities of taking the show on tour around the country after the London venue.

CHILDREN IN NEED APPEAL

£8.68 million will be shared out between hundreds of children's groups, nearly double the 1985 amount, from the 1986 **CHILDREN IN NEED** appeal run jointly by **BBC RADIO** and Television stations across the country.

In England £6.6 million was received in the appeal and some 6,500 requests for financial assistance was received by the organisers.

In Scotland, where £850,000 was netted, 700 groups applied for help.

Northern Ireland raised £565,000 and that amount has been shared between some 600 different groups and projects.

In Wales 400 groups benefit to the tune of £592,000.

More than 6,000 cheques will be mailed by **CHILDREN IN NEED** this month.

Beneficiaries include playgroups, toy and book libraries, playground schemes for handicapped youngsters, refuges for

mothers and their children and holiday schemes for deprived children.

The BBC has asked all receiving cheques to report back to their local, regional and national stations for possible follow-up stories for broadcasting.

TAPES SOLD FOR CHARITY RADIO

A series of cassette tapes have been put on sale to raise money for the **NEW WOODLANDS RADIO PROJECT**.

The money from the sales will go to instal a wired radio station for the children at the New Woodlands Special School which caters for disadvantaged youngsters.

The project organisers believe that the radio service will have educational, social and vocational benefits for the children.

Three of the tapes feature **RADIO CAROLINE**, with a fourth providing a chance for Europeans to hear **BBS RADIO**, Trinidad.

Further details may be obtained by writing to The Hostel, New Woodlands School, 49 Shroffold Road, Bromley, Kent, BR1 5PD.

ROBIN RESTS

40-year radio veteran **ROBIN BOYLE** has left the BBC and gone into (almost) retirement

with his wife Nan in Lincolnshire.

Robin will, however, continue to travel to London once per week to host **RADIO TWO's** 'Friday Night is Music Night' programme.

Mr Boyle was first given a contract for the Light Programme nearly 40 years ago. He will be much remembered for his hosting of Two Way Family Favourites and later his role of News Reader and Continuity Announcer for both the **LIGHT PROGRAMME** and **RADIO TWO**, as well as the many programmes that he presented over the years.

TIMPSON OUT

JOHN TIMPSON will leave **BBC Radio** completely when the present series of **ANY QUESTIONS** ends in July.

Some months ago John left **RADIO FOUR** and the Today programme after 11 years and 2,500 editions.

Now living in Norfolk, he presents Timpson's Talkback for **BBC East TV** once per week.

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USA STATION STAFF SIZES

A commercial station in the USA with an annual advertising revenue of as little as £160,000 employs 6 staff. A station earning up to £330,000 per annum would employ 12 staff. A commercial station would employ an average 18-26 staff if it had an income of £1.3 million. The station with more than £1.3 million advertising revenue would employ up to 40 staff.

BOOK DELAY

PAUL RUSLING's second book, an up-to-date account of the story of LASER RADIO, will not be published whilst proceedings are taking place in UK Courts against a number of people alleged to have broken either the Marine (etc) Broadcasting Offences Act 1967 or the Criminal Conspiracy Act 1977.

20 YEAR RADIO BID DROPPED

A bid started in 1967 by a group of radio enthusiasts to relaunch the pirate station RADIO CITY has been abandoned following the passing of the Territorial Sea Act 1987.

The new law extends United Kingdom territorial waters from 3-miles to 12-miles from the low-water mark.

The group had evidence that a former wartime fort in the Thames Estuary was outside UK waters and evidence used in a UK court to find a 60's commercial pirate guilty of broadcasting without a licence within the United Kingdom was false and misleading. "The Court was misled on evidence relating to the calculation of the Base Line across the Thames Estuary. We have proof that the facts given to the Court was wrong. Our evidence came from various coastal authorities and even somebody very high up in the UK defence department." one of the group told NOW RADIO NEWSLETTER.

The group had tried on several occasions to relaunch RADIO CITY but each time came across difficulties raising the required capital. They had maintained links with a number of staff of the station and even had transmission and studio equipment available for their project.

The new law, however, brings the fort well inside UK waters - without having to refer to any baseline across the Estuary.

CITY HIRES EX CAROLINER

RADIO CITY (Liverpool) has become the latest IR station to hire a former offshore radio DJ.

JOHN DWYER, himself from Liverpool, is presenting two programmes per week for the station.

KENT INDIE DEAL

INVICTA RADIO has signed a £30,000 deal with a firm of motor dealers to finance a new 'Jam-Buster' flying eye service.

A Cessna airplane will report on the main routes in Kent twice during the stations a.m. drive programme.

WLCB SOLD

Vicklow radio station WLCB has been taken-over by new owners and is now identifying itself as VIKING 105.

Amongst those working for the station, which operates on 104.8 MHz FM and 1602 kHz AM, is broadcast veteran TONY ALLAN.

UK RADIO COSTS

United Kingdom commercial radio stations pay an average 17% of their income on music royalties.

In the USA stations pay an average ONE PERCENT.

NOW RADIO

RADIO 210 SURVEY

The IBA and RADIO 210 recently commissioned a Radio Listening Study conducted by Marplan, in Basingstoke, Andover and Newbury, the new coverage areas of the Reading-based commercial radio station.

The just-released survey reveals that 46% of Radio Listeners interviewed listened to RADIO 210, more than any other radio station, in percentage terms: RADIO 210 was 47%, RADIO ONE 45%, RADIO TWO 43% and RADIO FOUR 27%.

RADIO 210's Managing Director TONY GRUNDY said: "To be the number one rated station in just three months with most of the area only able to receive an FM signal is extremely good news. This means that we are making a massive impact in probably the most prosperous part of the country."

The in-home survey of 619 Radio Listeners used a special questionnaire compiled by IBA Senior Radio Officer, DAVID VICK and by RADIO 210 Programme Controller TERRY MAFF.

The IBA's DAVID VICK commented: "This research is particularly important, since it provides the first firm evidence that listeners will

tune-in in greater numbers to a programme service that they want to hear which is available only on FM."

Further points from the survey show that, in an average week, RADIO 210 is listened to by 37% of all listeners - one per cent ahead of BBC RADIO ONE.

Each week RADIO 210 is heard by 43% of all listeners, and of its three main target groups, 50% of the 15-24's, 36% of the 25-34's and 44% of the 35-54's.

The station attracts the same number of ABC1's and C2DE's, precisely reflecting the areas demographic profile.

24% of the interviewee's (52% of RADIO 210's 'recently acquired' listeners) name the station as their outright favourite again bettering results obtained by RADIO ONE and RADIO TWO.

SEVERN SOUND IMAGE SURVEY

50% of the people of Gloucestershire and 70% of the population of Gloucester listen regularly to SEVERN SOUND.

That's the finding of a new survey conducted by students of the Department of Management and Business Studies at GlosCAT who are involved in an EMD

Course in Business Studies.

The findings indicate a high level of satisfaction with the service provided by the Gloucester-based commercial radio station. 86% of over 35's said they were satisfied with the service. Those saying they were dissatisfied with SEVERN SOUND asked for more music and local information.

92% of those sampled said they thought the SEVERN SOUND presenters were either 'good' or 'very good'. At the same time, a sizeable majority of under 35's said they thought the 'minority' programmes broadcast by the station early weekday evenings should be scrapped and replaced by a pop music sequence. Since the survey, SEVERN SOUND has dropped these minority programmes - moving them into weekend slots.

A key finding of the survey was the desire for a change in the presentation of News, with more than 75% asking for International and National News to precede the station's local news bulletins. The majority, around 75%, said that they thought the quantity of news was 'about right'.

Changes to the station's news output have been implemented as a result of the survey.

83% of those questioned were 'happy' with the stations daytime music policy.

NOW RADIO

RETURN TO MID EAST

TIM LLEVELLYN has been re-appointed to the post of Mid-East Correspondent for the **BBC EXTERNAL SERVICES**.

He held the post between 1977 - 1980 when he was posted in Beirut, Lebanon.

47 year old **LLEVELLYN** will now be based in Nicosia, Cyprus.

COLCHESTER COMMUNITY STATION ON AIR

Operating under a special licence from the Home Office, **CASTLE RADIO** began its broadcasts at the **CASTLE ARTS '87** Festival, last Friday.

The station went on the air on Friday (June 12) at 7am with the record 'Pilot of the airwaves' by **CHARLIE DORE**. The first programme was presented by **GAVIN BURN**.

CASTLE RADIO broadcast until 11pm on Friday, Saturday and Sunday.

Music, festival preview material, news and interviews were broadcast by the low-powered station on 1575 kHz (192 metres) AM.

The station returns to the air again later this month.

Mobile studios consisted of some equipment loaned by Frinton-based **EAST ANGLIAN PRODUCTIONS** and

transmission equipment was provided by **PHOENIX COMMUNICATIONS**.

CASTLE RADIO was one of the 266-applicant groups for a community radio licence in the cancelled experiment in community radio.

FESTIVAL RADIO

RADIO AVALON will broadcast at the Glastonbury festival next weekend on 105.5 MHz FM.

MERCUR BACK

One of the first offshore radio operations, Denmark's **RADIO MERCUR** is back on the air in Copenhagen.

25 years ago Danish police towed the stations ship into Copenhagen following the passing of anti-offshore legislation in Scandinavia and the involvement of the vessel in a murder.

RADIO MERCUR operates 14 hours per day on 95.5 FM under licence from the Danish authorities as a community radio service.

IRISH LEGISLATION MAY BE TOUGH

Dublin sources claim that the Irish Government is planning to introduce tough legislation to outlaw unlicensed radio operations in the Republic.

Fines of £10,000 are being proposed for operators of pirate stations.

At the same time reports indicate that the Irish administration may only permit one local radio station per area - leaving many current stations with no option but to cease transmission.

Legislation could be introduced as early as Mid-September.

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NOW RADIO

LOOSE ENDS

Hardly had STEWART PAYNE been appointed as Chief Reporter of SUNDAY TODAY than the radio-enthusiast writer found himself unemployed following the decision of the publishers to close the newspaper.....

Remember ROB DAY? That spokesman for LASER HOT HITS? Guess what?! He can now be found with a brand new operation in the Chelmsford area of Essex. This time he's making-up sandwiches which are taken around to Motorway Service Stations and Offices in the region! The lad is up with the dawn chorus spreading butter on bread and rolls. Earning his crust?.....

You may be pleased to hear that from our next issue we will be appearing in a brand-new layout design! Our amazing artwork designer, BOB, has been busy in recent weeks and his efforts should be appreciated by one and all. We've also discovered more 'tricks' on the word-processor which should mean even easier reading of the newsletter. By the way, the page size will remain the same, after conducting research the present A5 format appears to be popular with the majority of readers.....

Talking of layout - what do you think of the 3-columns-per-page idea? Your comments are called for!.....

As you will read elsewhere, TIM LLEVELLYN is being sent back to the Mid East for the Beeb...and the news reminds me of an incident I shall never forget, and which until now has remained somewhat 'under wraps' for obvious reasons! Some years ago, Tim, whilst working for the BBC in Beirut was steaming out towards the radio ship housing the VOICE OF PEACE which was sailing into Beirut port which had been closed by the Syrians at the time and where civil war had already ripped that city apart. On the Peace ship we had this kind-of nutty engineer, BRIAN, who decided, with Tim and other colleagues

from the world's media, training their microphone and camera upon us, he would do a 'moon' bum aimed directly at the press!...not only that, but to upset station boss and peace campaigner ABBE NATHAN even more, the lad decided to jump into the water...oh...so it went on...just wonder if Tim will recall that as one of the lighter moments of his tour of duty in that rather pitiful city in the mid-east?!.....

Plans for RADIO SOVEREIGN are progressing. However, we should point out, that NOW RADIO comes first and foremost in our list of priorities and the radio service will be operated by a separate team of people from those involved in this publication. There are just not enough hours in a day to allow people such as our Editor to be involved full-time in new operations such as that. The radio service will also be separately funded and finance will not come from newsletter operations. At the moment the Programme Director will be putting what is hopefully final touches to the schedule and we want to publish details of programming, advertising rates and the like soon....

BACK ISSUES

We can offer recent subscribers and friends a special package of 10 BACK ISSUES for the price of just £5.....

For your 10 Back Issues - our selection - please mail just £5 to:

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(Back Issues)
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Kettering
Northants
NN16 0BR

NOW RADIO

BBC IN GERMANY

The BBC is building a long waveband transmitter in Aholming, Lower Bavaria. It is intended to be completed by this Fall.

Two 265 metre high masts will support the antenna.

The transmitter will have an output power of 500kW and should be operational by 1988.

FM PERMITS

The Australian Government's Broadcasting Tribunal has invited applications for four new regional FM radio licences in Geelong and Shepperton in Victoria, Gosford in NSW and Queensland's Gold Coast.

Applicants have been asked to provide full details of their proposed services.

7-UP & RED ROSE IN DEAL

A 12-month contract has been signed between RED ROSE RADIO (Preston/Blackpool) and 7-UP.

7-UP are sponsoring all OB activities of the station.

Another station in the RED ROSE Group, RADIO AIRR (Leeds), has a similar deal with CADBURY'S 'GO!'.

COMMUNITY STATION IS TAKEN OVER

Financially-crippled RADIO THAMESMEAD is now owned and operated by COMMUNITY SERVICES VOLUNTEERS.

CSV's rescue operation involves a nominal payment of just one hundred pounds per year for the use of the station's premises and its equipment.

Advertising revenue for the station, which is the UK's only full-time community radio service, and which operates only via cable, amounted to less than £1,000 in the last year. The station also failed to win financial support from Council's and other public bodies.

CSV are in the process of appointing a new Station Manager - and are planning to budget £40,000 on the station annually.

The station has debts of more than £8,000 - which have grown since the abolition of the GLC and the drying-up of its GLC funding.

Fears in other Community Radio groups over the financial troubles at RADIO THAMESMEAD should be somewhat limited. RADIO THAMESMEAD only broadcasts on a localised cable system, whilst proposals in the Green Paper (Radio: Choices &

Opportunities) are for standards over-the-air transmissions: thus offering even the most specialised service a wider potential audience and public availability than for a station restricted by cable distribution.

It should also be pointed out that stations like RADIO THAMESMEAD are only operating limited hours - where over-the-air services are more likely to broadcast longer hours.

New services should also receive better chances of financial support from industry - in a similar way that public service broadcasting does in the United States of America. The more such stations would mean a higher chance of substantial donations from businesses for programme research and production.

For example, a group of Community Radio (type) stations could approach a large business for a financial injection for a whole series of programmes planned by those stations, be they localised or for syndication between the stations, at one main presentation. This kind of approach, rather than individually for one-off projects, would generate stronger appeal to potential investors in programme making.

NOW RADIO

CAROLINE VESSEL MOVES TO NEW ANCHORAGE

In an attempt to avoid being liable to arrest by the British authorities, **RADIO CAROLINE's** management last week issued the radio ship **ROSS REVENGE** with orders to move from the Knock Deep Channel and their anchorage around 18-miles East of Frinton on Sea, Essex, to a new location.

The radio ship is now lying in a new position beyond the reaches of the UK's extended territorial waters limit which now extends to 12-miles from the low water mark. The law will become effective once an Order In Council has been published by the Government.

RADIO CAROLINE, along with **RADIO MONIQUE**, aboard the **ROSS REVENGE**, are now at anchor about 14-miles North East of North Foreland, Kent.

An earlier plan to locate the ship further North and off the coast of Suffolk was dropped by the stations operators when suppliers suggested that the position off North Foreland was better for tenders reachig the vessel. They reach the vessel via a route which involves using the English Channel.

The move was made on Wednesday June 10th. At the same time the station took on board new Djs, including **JEFF MARSDEN** and former-BRI jock **PAUL GRAHAM**.

BUSH HOUSE IS SOLO

The London Headquarters of **BBC EXTERNAL SERVICES** has been sold for more than £50 million.

The **BBC** will continue to occupy some of the building, paying only £10 per square foot, against a normal figure for the area running to an average £60 per square foot. The **BBC** has a lease which runs until the year 2005. It has rent reviews scheduled every five years.

The property had been owned by **BRITISH TELECOM**. It was purchased by Mr **JACK DELLAL**.

RTE PROFIT

The Irish state broadcasting service **RTE**, which is responsible for Radio and television, recorded a profit of £3.5 millions after paying tax last year.

BUST-UP AT CRA MEETING

At the recent extraordinary meeting of the **COMMUNITY RADIO ASSOCIATION**, two Black members walked out

protesting they were being unfairly treated by the organisation.

The meeting had been called by a Black section which was calling for Black community radio groups to be given priority over other ethnic and non-ethnic groups in their bids for winning licences.

Vice-Chair of the **CRA**, **RICKY MCCARTHY** and the association's joint-treasurer, **SELIM SALAM**, stormed out insisting that their amendments to a resolution was being interpreted as a take-over bid by a minority.

There has been pressure from some **CRA** quarters for direct action as a way of getting stations on the air. **CRA** official policy does not support pirate radio.

RADIO CITY AWARD

Liverpool's **RADIO CITY** won a Gold Medal award at the **INTERNATIONAL RADIO FESTIVAL** in New York for a series of features on **AIDS**.

The features were broadcast last December.

They were judged to be the best features in the Health section of programming material.

The **INTERNATIONAL RADIO FESTIVAL** takes place in New York every year.

NOW RADIO

COURSE

ESSEX RADIO is running a Broadcasting Course. Each course lasts three weeks and deals with basic operation and presentation techniques. Sessions are on Tuesday and Thursday evenings and the cost is £150 plus vat.

The Course director is JOHN HAYES.

Further information can be obtained from NICK GARRETT on Southend-on-Sea (0702) 333711.

BEACON EXPANDS

Volverhampton's BEACON RADIO will officially begin programming with its new transmitters to the Telford and Shrewsbury area from July 14.

The station will have a further 172,000 listeners to add to its existing 1,600,000 potential reach.

A separate service for Shrewsbury and Telford areas will be operated 12-hours per day.

CAPITAL SPONSORS

CAPITAL RADIO's fifth annual Music Festival which starts later this week (June 19) will be sponsored by Castlemeine XXXI who will contribute towards Rock Week which will feature such acts as GO

WEST, VAN MORRISON and CHUCK BERRY.

Goldwell's PINK LADY sponsors the Sun-Splash outdoor festival of black music which will be held on Clapham Common.

CHERRY COCA COLA sponsors the Junior Disco and JVC sponsors the Jazz Parade.

LE CLIP sponsors the four evenings of music and movies from the 1950's through until the 1980's to be held at the Scala Cinema and The DAILY TELEGRAPH will sponsor several performances of the station's WREN ORCHESTRA.

Each sponsor will have spots running on the station itself, plugs in promo spots, exposure on Underground railway billboard publicity, advertisements in a special supplement in TIME OUT, point-of-sale displays and advertisements in the Festival's brochures and leaflets.

NEW SALES OF FIGURES GOOD

Income for the new sales house operation established by PICCADILLY RADIO, SOUND ADVERTISING SERVICES, amounted to £410,000 net in April.

The figure was an increase of 60% on the IRS income drawn in a year ago.

April was SAS's first month of op's.

WYNFORD'S WILL

Veteran Broadcaster, WYNFORD VAUGHAN-THOMAS, who died last February, aged 78, left an estate worth £224,566 gross (£224,066 net).

EDEN IN SATELLITE BID

Former offshore radio DJ ROBB EDEN is currently involved in a project involving satellite-delivery of radio programmes to both UK and European stations.

MAJOR IR OPS IN SATELLITE PLANS

CAPITAL RADIO, PICCADILLY RADIO, RADIO CLYDE, BRMB and RADIO CITY have formed a 'loose' association which is code-named RDC (Radio Development Company) which is researching the viability of satellite-delivery of pan-european and UK radio programming.

OCEAN'S IN-CAR REPORTERS

The Portsmouth/Southampton independent radio station OCEAN SOUND has pulled together a team of listeners with in-car telephones to report in to the newsroom on traffic problems around the stations service area.

NOW RADIO

THE COSTS OF GETTING ON- THE-AIR

If you have never been involved in establishing a station in the UK outside the existing IBA or BBC systems, you may really still believe that to build a new station for community, local or neighbourhood services will cost just as much.

The average launch cost for an IR station in the past has been around half-a-million pounds. Add to that monthly payments to the IBA for transmitters and for music royalties, etc, and you could be left thinking that those who go on about the poor economic position of radio are right.

They are not! In this series of articles we are going to look at the cost of getting a local radio station on the air, and running. We will also get into making such a service pay for itself and show how best to manage and staff such a station.

In this, our first article, we must take a close look at the cost of some of the vital equipment. In this case transmitters, antenna systems, audio processing devices and link transmitters to connect via microwave or UHF your studio to the transmitter location.

The costs are approximate but are based on charges made by three or four reputable firms dealing in such equipment and are for items easily available.

If we are looking at a planned station which wants to serve an area with a radius of around three-miles we could look at a 10 Watt VHF/FM transmitter. In a sturdy aluminium case and with Quartz crystal phase-lock one would pay about £200 for this piece of equipment. If you want stereo, add a further £150 or so for an encoder.

An aerial of the basic dipole design might cost £20 - or you could have a more lavish highly efficient omni-directional vertically polarised antenna for about £60.

If you want a link system to run between your studio and transmittersite, look at paying a further £400 for the transmitter and receiver. It should be noted that it may be impossible for New Entrant stations to be allocated frequencies for link-transmitters - and with low-power and suitably positioned studios it might be that most studios will also house the transmitter with the

antenna atop the same building.

So, without a link system you are looking at only around £220 - £300 for a basic 10-Watt FM station! With a good linking system, the cost rises, but again only to about £700 in all.

Before we hear cries of "but, at that price, it's bound to be unstable, cause interference and not up to standard..." Untrue! All the prices relate to top-of-the-line equipment actually designed for use by pirate radio stations with a good reputation and also for use by legitimate local stations. The prices are low because they are produced at low-cost for stations which have to budget for losing such equipment on a regular basis and still be able to afford to get straight back on the air with no delay.

Of course, when stations are able to approach these firms with licences in hand, the prices may well be increased...but that is another story!

In the next feature, we will look at studio equipment and also showing that the £500,000 cost of launching a new local station HAS to be a thing of the past.

As always we welcome your comments and look forward to your own suggestions.... G.C.

NOW RADIO

HOME OFFICE GIVE GO-AHEAD FOR SPLITS TO CONTINUE

The Home Office has written to ILR stations currently operating split-transmission services and informed them that they may continue to provide such services 'until further notice.'

Particularly happy with the notification will be London's CAPITAL RADIO, which on Sunday's operates its FM 'yuppy' service C-FM.

Supporters of development of a new tier of radio are upset, claiming the decision gives existing commercial stations a 'most unfair advantage' over prospective broadcasters.'

One critic told **NOW RADIO**: "In effect CAPITAL RADIO holds one licence for two stations...."

RED ROSE NEWSPAPER LUNCHED

RED ROSE RADIO has re-launched a newspaper it has purchased as part of its takeover of the Trader Group.

The RED ROSE ADVERTISER, as it is now called, was distributed free to 120,000 homes in the Chorley and Preston areas last Thursday.

RED ROSE intend the newspaper to be

distributed to more than 300,000 homes in its service area before too long.

The purchase of the newspaper by an ILR station has been condemned by members of the NEWSPAPER SOCIETY and the ASSOCIATION OF FREE NEWSPAPERS. They claim it is 'unfair competition. RED ROSE have hit back pointing out that in the early days of the BBC the Press Barons managed to get a ban on the BBC carrying news.

The IBA gave RED ROSE the go-ahead for the newspaper on condition that it editorially concentrated on RED ROSE programming schedules, broadcast-related issues and leisure activities generally in the North West.

There is much speculation that RED ROSE may now look to purchasing similar freesheet newspapers in Leeds, to promote RADIO AIRE and Cardiff to boost its South Wales station, RED DRAGON.

Promotion spots have been aired on RED ROSE RADIO for the newspaper and inviting potential advertisers to telephone for advertising details.

National and Regional advertising for RED ROSE ADVERTISER is being sold through the MEDIA SALES BUREAU.

UK RADIO SALES

With three times as many local commercial radio stations now as a decade ago, UK ILR is still only taking a 1.8% share of advertising income.

In 1977 commercial local radio had a 1.7% share of ad-income and a revenue of £23.11 million.

Today that percentage has climbed only 0.1% and amounts to £78.89 million.

Commercial radio should be looking at a minimum share of 10% of the advertising revenue spent annually.

Observers say that with many more new local and community stations this figure can be reached.

ABD MEETS

PAUL BOON, Chairman of the ASSOCIATION FOR BROADCASTING DEVELOPMENT had two major meetings last week.

The first was with the Director of the RADIO ACADEMY, TIM BLACKMORE.

Boon's second meeting was with the head of the CABLE AUTHORITY, JOHN DAVEY and Programming Officer, TONY CURRIE.

The ABD represents many potential New Entrant broadcasting groups, including commercial, local and ethnic stations.

NOW RADIO

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CHEQUES PAYABLE: 'NOW RADIO'

Dear Sir,

Mr VINCENT KENNEDY, in his letter to NOW RADIO (2nd June 1987/Issue #28), presents a poor argument regarding alleged interference from unlicensed radio stations, affecting authorized radio services.

Firstly, he asserts that RADIO's CAROLINE and LASER have 'obliterated' RTE RADIO ONE in South East England. RTE has been authorized by International Agreement to use 567kHz for its service within the Irish Republic. It has no more right to be heard in South East England than CAROLINE or anyone else! The offshore stations do not affect RTE RADIO ONE in its primary reception area, i.e. Ireland.

Secondly, MR KENNEDY is concerned about an unlicensed FM station in Ireland 'interfering with BBC RADIO ONE and TWO'. As a resident of the Irish Republic, Mr KENNEDY surely recognizes that he is not entitled to listen to BBC domestic radio services for the UK, which have been paid for by British Licence holders. If listeners in Dublin can receive BBC RADIO ONE and TWO, it is a bonus, for the BBC does not aim its transmissions beyond the border with Northern Ireland.

Obviously when unlicensed stations operate, there is always a danger someone will cause interference. Happily, experience since 1964 shows that this is very rarely the case. Most broadcasters are anxious to avoid interference, and to demonstrate their ability to fill the void within the spectrum for all-music radio.

Yours faithfully,

PATRICK C HEBLEY

NOW RADIO

UK RADIO IS 'OVER MANNED'

British commercial radio stations are grossly over-manned when compared with their United States' counterparts.

Proposed New Entrant's such as Community, Specialist Music, Ethnic Language and Neighbourhood stations will have to seriously look at the problem and consider hiring far fewer staff than existing commercial stations operating under franchise from the IBA.

"There are many jobs in typical commercial radio stations that should not exist..." said HOWARD G. L. ROSE (Broadcaster JAY JACKSON) in a recent communication to the ASSOCIATION FOR BROADCASTING DEVELOPMENT.

"Any station looking at hiring as many people as existing stations will find themselves in financial difficulties, and at the same time, people who are non-productive. I can give you examples where Sales staff are given a large salary and poor commission agreements. They can sit at their desks and do little or no selling outside the station and still be financially stable. Such people could work on a commission only basis. That would give them a true incentive

to get out and produce results."

The communication also attacked the existing policy of one-job per person. Rose claims that in many cases this is in realistic terms half-a-job per person. Many people were not working half of a normal 8-hour day.

The system of having a Programme Controller, a Head of Presentation, a Head of Music and then a team of Presenters - let alone stations which also employ desk-bound Producers was attacked in the report.

"In a typical station the Programme Controller should also control music and presentation and hold down a daily airshift. There is too much memo-signing, too much pen-pushing, too much drinking and eating out and too little effort given to the actual 'product', i.e. the 'station sound' in commercial radio at the moment."

Rose also spoke out against station's levels of manning in engineering, saying "Why have a Chief Engineer, and then two, three or maybe more Technical Operators on one station? Surely this is simply due to the IBA wanting this kind of manning. Perhaps in commercial tv they can afford to throw money away. In

commercial radio, you cannot."

The report suggests that a system of regional Chief Engineers are established. Should a problem occur at a station, the engineer, on a retainer, would go to that station. "They don't touch transmitters or antenna systems, so there is little more for that person that pen-pushing," he claimed.

"I am not suggesting that people should be put out of work! I seriously believe that with the possibility of scores, perhaps hundreds, of new stations coming on the air, there will not be enough qualified people to man these stations. As a result there will be more jobs than 'qualified' people to fill them and certainly the money to pay the good and very good people will be much higher than at present paid to those employed in the industry."

The communication also claimed that those now in sound broadcasting had been 'spoilt' by over-manning and under-employment. "To get many people now employed to agree with what am saying is difficult. They believe that the present situation is the 'norm' - when it is nothing short of being abnormal in the extreme."

NOW RADIO

ROSE'S RAMBLINGS

I've spent many hours in the last week compiling our submission in response to the Green Paper, **Radio: Choices and Opportunities.**

However, what has surprised me is the number of individuals I've spoken to who work in the industry who have not even read the Green Paper! Let alone sit down for a few hours to respond to the document.

I find it really concerning that those who earn their living in commercial and public service are not doing their 'bit' for their own future. I am sure, however, if they are not given what they want, they will be the first in line to start moaning....

Remember all submissions have to be in to the Home Office by June 30th.

The address is Room 664, Home Office, Queen Anne's Gate, London, SW1E 9AT.

I shall repeat my invitation to any subscriber who wants advice on making a reply to the Green Paper to give me a call on (0536) 51 44 37 during office hours.

In the last issue I dared to question how the IBA can allow what is now called **YORKSHIRE**

RADIO to link three ILR stations for ten hours per day...now I've heard many comments from a selection of broadcasters, and more importantly, listeners, who do not think the thing sounds very good at all. A listener even got on the air and expressed the fact that he didn't like it! If you are going to Network programmes, you must make sure that they are of very good standard and are well organised. Still, if they do take away the job from such a Radio Veteran as **KEITH SKUES**, what on earth do they expect?'

Talking of Radio Veterans...I had another few days tuning in to listen to **STEVI MERIKK** on **RADIO TRENT** recently. You may recall me saying in the past that I have a kind of soft-spot for Stevi as he was my first Programme Director, back in the days of **RADIO NORTH SEA INTERNATIONAL**, and to this day I will claim that it was he who taught me one hell of a lot about radio. Not that I really took much of what he tried to tell me until years later. But isn't that the real magic of this business - you never, ever know everything, you are always learning and you can always do better. I would suggest that if you are able to pick up **RADIO TRENT** you give

STEVI MERIKK a good hearing one afternoon. He is one of the very, very few people who sounds like he loves what he is doing - and I am sure, even though I haven't seen him since his days at **NEEDLETIME** he still is like a kid with a new toy every time he is let near the microphone. Try it! I know you'll love it...to pieces!

There are times when one can get very, very frustrated in this job! Like when you feel extremely optimistic about the future of radio and the many developments which are possible, and needed, and then somebody comes into the office or on the phone and starts talking about the fact that the fastest the Home Office are likely to move ahead with legislation to allow for more radio services is a couple of years - maybe even longer!

To many people, radio still is the 'also-ran' in the media...all the more frustrating for us at the publication that puts radio first - every time!

Let's hope that we can see some movement before too many of us have grey hair...now let me get back to that submission in response to the Green Paper! Thinking it could happen, dear friends, will hopefully keep me sane!!!
HGLR

NOW RADIO

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0975 644477

For Air 6400

WLCB, Wicklow Local Community Broadcasting, has just had a change of ownership, thought to be the first of its kind in Ireland. LEO DOYLE, the managing director of WLCB for nearly eight years has sold the station to local man BRENDAN CULLEN, for an undisclosed sum. The deal closed only three weeks ago took effect from Monday June 1st, when WLCB changed frequency on FM from 101.2 to 105.00 MHz, the medium wave frequency of 1602 kHz remains unchanged. By far the most radical change however was heard immediately the station went on air. The new call-sign VIKING 105 was heard for the first time and several ID's were noted with the voice of TONY ALLEN requesting telephone calls to their new number of Wicklow 67900. For a number of months the station had been unable to have a phone line installed due to a dispute with the phone company. This has now been rectified, and by mid-morning a number of calls had been received from listeners with comments about the new format of the station.

For the first time in several months the

station's format has been altered to provide for more chart and album music, less chat and a tighter approach. Several of WLCB's presenters have stayed with the new station and seem to be coping well with the new sound.

In a surprise move, Tuesday saw the first full programme from TONY ALLEN, who is working at the station full-time. The general opinion is that he is taking a break from Dublin's ENERGY 103 after several months of non-stop work for the city-based super station. Like the proverbial busmen's holiday, Tony is presenting the afternoon shift at VIKING 105 and is also doing the vast majority of production for the station.

By midweek VIKING 105 had started a Gifts-Giveaway, with many local firms putting up items to be handed out by the station. Several commercials booked to WLCB were continuing on VIKING 105, along with new promotion spots voiced and produced by TONY ALLEN. These included spots for Wicklow Awareness Week which commenced on Monday June 8th. Various events were being organised including a half-marathon, a sponsored walk, and an Irish/Traditional Music Night. With the Corporate Logo

"Newcomer" TONY ALLEN has produced a fairly smart for each days events. This is run along with each spot cluster and was proving quite popular by the time I left following my visit to the new station.

BRENDAN CULLEN, the owner of the new look station, is a local man and had previously worked for WLCB as a Airtime Salesman and Presenter. Originally he joined the station as a Production Assistant and was keen to learn about the art of commercial and promotion spot making. He then progressed to programme presentation and subsequently took on the Sales Department when LEO DOYLE began to spend more time with his photographic work.

On the surface the station has changed quite drastically, but Brendan still hopes to keep the local flavour of the previous set-up by using many of the same voices. One or two regular broadcasters did leave the station, however, when the new management was announced to them. TONY ALLEN's presence at VIKING 105 will obviously enhance the overall sound, and it was hoped that when the newly elected Government finally gets to grips with the question of Radio in Ireland, VIKING 105 will find itself with the new licence to

NOW RADIO

supply a Radio service to Wicklow County. Clearly a station in Wicklow serving Wicklow County seems the obvious choice, but one may argue that such a change of identity at this stage of the proceedings could do more harm than good. Time will tell. Certainly the change of direction may result in more listeners, but will the Irish Government note that the station now sees itself as a Rural **SUNSHINE** or **ENERGY 103**?

The Irish stations are all under increasing threat from the Irish Department of Trade who have recently made several rumblings in their direction. New laws, dictation of very low power and only one station in any area, are just a couple of the dark clouds looming on the Radio horizon. Indeed, owners of such stations as Z-104 in Naas, County Kildare are already predicting that the Irish Radio boom could be over by mid-September (see report). **HIGEL GORDON** is self-styled boss of Z-104 and recently declared that he would be selling out as soon as he knew which way the Government was to approach the situation. In a phone call to the **RADIO WRST** free radio show recently he stated that he had inside information that predicts the end of

stations like his in the very near future and as such he was preparing to close the station and possibly emigrate. Along with several other rumours circulating Ireland at the moment, Radio stations all over the Republic are waiting with baited breath to hear about their possible future.

COOKE CALL-IN

In the week of the transmission of his 2,000th Letter from America, **ALISTAIR COOKE** will be the special studio guest for the world-wide call-in programme 'It's Your World'.

The programme is a simulcast by **BBC RADIO FOUR** and the **WORLD SERVICE**.

This particular programme will air from 12.10 pm on Sunday June 21st.

Cooke's 2,000th Letter will be broadcast on Friday (June 19th) and repeated on the Sunday of the call-in show, at 9.30 am.

ALASTAIR COOKE has never missed an edition of the programme - even when on holiday. It is broadcast domestically by **RADIO FOUR** and around the globe by **THE WORLD SERVICE**.

The call-in will be hosted by **CHARLES WHEELER**.

ADVERTISING RATES

INSERTIONS	SPACE	COST
6	1 PAGE	£48.00
13	1 PAGE	£46.00
26	1 PAGE	£44.00
6	½ PAGE	£30.00
13	½ PAGE	£28.00
26	½ PAGE	£26.00

SERVICE GUIDE

INSERTIONS	LINE	COST
6	4 LINES	£N/A
13	4 LINES	£5.00
26	4 LINES	£4.00
6	8 LINES	£12.00
13	8 LINES	£10.00
26	8 LINES	£8.00
6	12 LINES	£15.00
13	12 LINES	£13.00
26	12 LINES	£11.00

BOOKINGS & INFORMATION:

NOW RADIO
PO BOX 45
KETTERING
NORTANTS
NN16 ONW

Telephone:

(0536)
 51 44 37

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 Hansol Road, Bexleyheath, Kent, DA6 8JG. Tel: 01-304-8088. Please mention NOW RADIO 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 (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 0NW.

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 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 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 0NW.

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 *av 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 VDP) (0536) 51 44 37** for further information.

**TO ADVERTISE
IN THIS SECTION
TELEPHONE
0536 - 51 44 37**

NOW RADIO

OPENINGS

Vacancies 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.....

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.

MERCIA SOUND requires a **NEWS EDITOR** to head its team of reporters. Applications should be sent to **STUART LINSELL**, Managing Director, **MERCIA SOUND**, Hertford Place, Coventry, CV1 3TT. A company car is provided and the salary is negotiable.....

The Award-winning **RADIO FOUR** programme **LOOSE ENDS** has a vacancy for a **PRODUCER** to work on a six-month contract. Salary £11,492 - £15,805 plus allowances. Ref: 3700.....

BBC NORTH EAST is looking for a **JOURNALIST** to work jointly for **RADIO CLEVELAND** and **RADIO NEWCASTLE**. The position means you will be based in Durham. It's a 12-month contract and the salary runs between 10,412 - £14,725 plus an allowance. Ref: 3698.....

BBC RADIO CORNWALL has two openings this time around. One is for a **PRODUCER** (Salary £10,412 - £14,725 plus annual allowance) and the other is for a **REPORTER** (Salary £8,954 - £11,110 plus allowance). Ref for **PRODUCER** is 3696 and for **REPORTER** it's 3697.....

CAPITAL RADIO has a vacancy for a **SALES EXECUTIVE**. Applications to **DAVID LEES**, Sales Controller, **CAPITAL RADIO SALES**, 356, Euston Road, NW1 3BW....

BBC RADIO HUMBERSIDE has three vacancies: firstly for **NEWS PRODUCERS**. Two are needed, one to be based in Hull and the other Scunthorpe. The salary ranges £10,472 - £14,725 plus an allowance of £1,020 per annum. Ref: 3676 (Hull) and Ref: 3677 (Scunthorpe). They are also looking for a **REPORTER** to work at the station in Hull. The salary is £8,954 - £11,110 plus an annual allowance of £597. Ref: 3691.....

BBC RADIO ONE has a vacancy for a **HEAD OF MUSIC DEPARTMENT** who would be responsible for the editorial and management control of the stations music output. The salary range is £19,380 - £24,851 and this is currently under review. Further information from **ROBIN BATHER** on (01) 927 4637.....

YORKSHIRE RADIO NETWORK has an opening for an **ENGINEER** who should have considerable experience with machine code programming and propagation prediction. Wide range of duties will include design of equipment, work at studio bases and on location for outside broadcasts. Applications should be marked for the attention of **DERRICK CONNOLLY**, Group Chief Engineer, **The YORKSHIRE RADIO GROUP**, PO box 194, Hartshead, Sheffield, S1 1GP.....

CAPITAL RADIO is seeking to appoint a **PRODUCTION ASSISTANT/RESEARCHER** for its Talks Unit. Applications must be sent, in writing only, to **SUE DAVIES**, Head of Personnel, **CAPITAL RADIO**, PO Box 958, London, NW1 3DR. The closing date will be Friday July 10th.....

2CR RADIO has an opening for a **PROFESSIONAL BROADCASTER** with at least 10-years experience in the industry and who is keen to develop his/her career at this Bournemouth-based station. No DJs! Contact **STAN HOROBIN** by telephoning Bournemouth (0202) 29 48 81 and sell yourself.