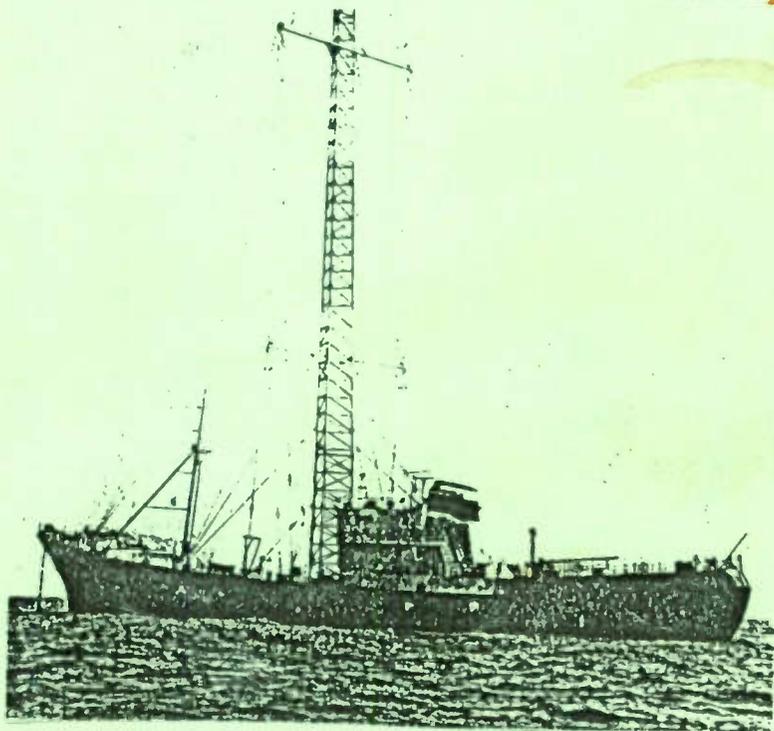


THE Magazine for Today's Radio Industry

# Now Radio



*The M.V. Ross Revenge home of Radios Caroline & Monique*

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THE NOW RADIO  
RESPONSE TO THE GREEN PAPER...  
... IN FULL!!!

THE Magazine for  
Today's Radio Industry

# Now Radio

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# EDITORIAL COMMENT

In this world you really do have to work for almost everything. Sit back and do nothing and the situation remains the same. So it will be with our Radio industry if those already working in it, running it and managing it fail to follow up the Green Paper deadline of June 30th. Those already receiving a living from commercial and public service Radio and those who are seeking to become involved should do their best to make sure that the Home Secretary pushes ahead with development of this sector of the media without delay. In our submission to the Home Secretary in response to the Green Paper [reproduced in full inside this issue] we call upon DOUGLAS HURD to issue New Entrants with special experimental licences without having to wait for long Parliamentary debates and delays caused by the introduction of legislation. There are many Radio operations which could begin offering greater choice for listeners and broadcasters within a very short time if the Government were to take this initiative. There can be nobody who can suggest any positive reason for any further delay in letting some of the most respected broadcasters in this country open their own stations. MR HURD, again we urge you - let's go!

*Give us our Head!*

HOWARD G L ROSE

TUESDAY JUNE 30, 1987

IBA WANT TO HOLD ON  
TO RADIO...PAUL EASTON  
For NOV RADIO

\*\*\*\*\*

The most important event for Radio this week is the deadline today for your submissions to the Home Office in response to the Government's Green Paper on the future of all United Kingdom sound broadcasting services. In this issue of NOV RADIO we not only publish our own submission in full, but look at some of the main points of other submissions. The Government is not to introduce a Bill for the re-organisation of Radio until next Autumn (1988) and it will now also deal with Television.

NOV RADIO is to push the Home Secretary to issue some Experimental Licences for broadcast groups who are ready to broadcast and not have them forced to wait until the new legislation is passed through Parliament. It should be stressed that licences can be issued by The Home Office and legislation is not required.

Readers should be warned that TIM BENTON, who is the new Minister of State at The Home Office, does not appear to believe that Radio is a priority issue. We must make sure that he knows, for us, it is!

Also in this issue we look at CASTLE RADIO, the COMMUNITY RADIO ASSOCIATION, RADIO SOVEREIGN, and present a full round-up of the latest news, LOOSE ENDS, OPENINGS, our SERVICE GUIDE and present the first part of THE WONDERFUL RADIO LONDON FILES by CHRIS ELLIOT.

Good Reading - we'll see you again in just a fortnight!

Yesterday afternoon the IBA, who have overseen the Independent Local Radio stations since their inception in October 1973, detailed its responses to the Green Paper, published by the Home Office in February.

The IBA, which has felt under threat of losing control of Radio regulation has been much criticized by both existing operators of commercial Radio, and prospective New Entrants alike, has been making a 'noise' since the Green Paper's publication of its 'vast' experience in managing, programming and its engineering expertise - and claiming to have long been a supporter of Community and Specialist Music/Format stations. Addressing journalists in full force, IBA Chairman LORD THOMPSON, Director General JOHN WHITEY and it's Director of Radio PETER BALDWIN, explained that the Authority would welcome a careful and orderly step-by-step move towards the introduction of ethnic, specialist music and neighbourhood Radio services. It agreed to the suggestion that Simulcasting should be ended. The Authority would be in a strong position to offer its services in the area of transmitter provision and would make such services readily available, though it warned that, in its opinion, costs to smaller stations would be far greater than under the present 'subsidised' arrangements within IR, especially for the smaller stations. The IBA feels that Public Service programming should not be the sole duty of the BBC, and called on the Government to ensure that all Radio services were bound by such a commitment in the future arrangements. The IBA suggests 2, and not 3, National Commercial Radio stations.

NOV RADIO will provide full coverage of the IBA (and several other organisation's) responses in our next issue in a fortnight.

## LAST DITCH APPEAL BY SHETLAND BROADCASTERS

The Managing Director of SHETLAND ISLANDS BROADCASTING COMPANY, IAN ANDERSON, is making one final appeal to the Scottish Secretary, MALCOLM RIPPIND to have their case for a broadcasting licence made an urgent priority. ANDERSON says that unless the company is given a licence to go on the air, the company will be forced into liquidation.

SIBC was formed to apply for one of the 21 Community Radio licences offered by the Government in the experiment which was scrapped at the very last minute due to fears inside the Cabinet that certain elements operating Ethnic stations in Inner-city areas might use such stations to broadcast anti-Government/anti-State propaganda.

SIBC was a prime contender for the areas Community Radio licence and was aiming to serve the islands 23,000 population, and offshore oil rigs, with a 24-hour service based at hi-tech studios in a converted laundry in Lerwick.

Financial projections for the company were based on the fact that the company would be broadcasting long before now. ANDERSON is concerned that the Government's plan to delay any development of Radio until next Autumn (1988) at the earliest could mean that 1992 is the date the Home Office may be looking at for the introduction of the first New Entrant Radio services.

He may also be concerned by the fact that the newly-appointed Minister responsible for Broadcasting, TIMOTHY RENTON, says that Broadcasting is not one his priorities, claiming that there are many other issues his department should deal with first.

IAN ANDERSON, a one-time RADIO CAROLINE DJ, says more than £120,000 has been invested in the company. If the Scottish Secretary is unable to convince DOUGLAS HURD, The Home Secretary, that their's is a special case, the company, with industry-wide support, would be forced to wind-up - leaving the islands with 30-minutes per day from the BBC.

## NEW DEAL WANTED FOR SPONSORSHIP IN IR

The IBA wants a new, more easy-to-understand code introduced to regulate Sponsorship in commercial Radio programming, according to PAUL BROWN, Head of Radio programming at the IBA.

Speaking at the recently held RADIO ACADEMY conference on Sponsorship, PR and Radio, BROWN said the IBA thought that sponsorship was to be encouraged as a way of enhancing station output. But he warned stations not to look on sponsorship revenue as a major income source.

The IBA seems to want to see Drama financed by sponsorship and it may also be looking again at the issue of news bulletins being sponsored. In the past the IBA has found itself in the position of rejecting any applications for a sponsor's name linked with the broadcast of news bulletins.

## LONDON DEVELOPMENT UNIT MEETING

"It was a very useful first meeting with around 40 people attending.." said STUART WOODIN of the COMMUNITY RADIO ASSOCIATION's London Development Unit, talking about the recent London Community Radio Forum held at Imperial College.

Those attending showed a strong commitment to the further development of the Forum as a means of community radio groups exchanging ideas, getting to know each other, to maximise co-operation between groups and pushing for as many licences as possible for London.

The Forum also wants to help arrange frequency sharing between groups where this may be appropriate. Training was also discussed, including training for management in areas such as business and finance affairs.

The next main Forum meeting will be in September or October.

There will be a Forum planning meeting on July 14th. Details from STUART WOODIN on (01) 274 4000 extension 335.

## BROADCASTING BILL IN 1988/9 SESSION

The Government is now planning to introduce a comprehensive Bill dealing with all broadcasting services and designed to take the media through into the next century. However, it will not be laid before the House of Commons until Autumn next year, 1988.

The decision by the Government to combine Radio and Television in one major Bill will mean a further delay for the hundreds of small business and public/community service stations taking to the airwaves. It will also mean a delay for the proposed three national commercial radio services. Whitehall Observers say that 1990 could now be a likely date for the commencement of these new services - though the lobby for New Entrants is hopeful the Home Office may see some ways round such a long wait for already established broadcast groups.

Responding to this dateline, of the 1988/89 Parliamentary session, PAUL BOON, Chairman of the ASSOCIATION FOR BROADCASTING DEVELOPMENT, told NOV RADIO, "None of our members have expressed surprise that the 1988/89 date is now being spoken of. They have always assumed that it was going to be this kind of length of time. However, if some of our members do come forward and say that they are not happy with this proposal by Government, we would then have to organise a further lobby to press for their demands. I think it is a realistic timetable...as long as it really is Autumn '88...and doesn't take longer..."

NOV RADIO asked PAUL BOON whether he thought that this further delay by Whitehall might lead to a continuation or growth of pirate radio activities, he simply responded, "No Comment!"

He went on, "What we will seek to do is make sure that the Broadcasting Bill is first on to the Statute Book in the Autumn of 1988."

It is known that individuals from the prospective New Entrants' for sound broadcasting are unhappy that the required legislation is to take

as long as predicted to reach Parliament and letters from a number of individuals will shortly be sent to Mr DOUGLAS HURD, the Home Secretary.

## NOW RADIO OFFERS 'PLAN OF ACTION' TO HOME OFFICE

In its major submission to the Home Office, NOV RADIO has called upon the Home Secretary to issue a number of broadcasting licences to Radio groups already established and ready to broadcast, as an interim measure until the proposed Broadcasting Bill can be laid before Parliament.

The Home Secretary certainly has the power to award such permits, and has already dealt out licences for Special Event stations, Campus Radio operations and allowed some existing IR stations to offer split programming.

Offering a number of licences to groups capable of getting on the air immediately would certainly offer a new choice of listening and employment in a number of areas where companies were ready to offer their services, such as in the Shetlands with SHETLAND ISLANDS BROADCASTING COMPANY, CASTLE RADIO in Essex, RADIO JACKIE in South West London and KPM in the city of Manchester.

The Home Office could either itself allocate frequencies for such stations or ask the applicants to arrive at a channel which would cause no interference to existing users of the spectrum. There are scores of workable projects at this moment ready to operate and help with the progression of the Radio industry, and who feel that a further delay is hardly necessary.

The full NOV RADIO submission is reproduced in this issue, and is also available in A4 format (20 pages) from NOV RADIO, Freepost, Kettering, Northants, NN16 0BR. The document was delivered to the Home Office yesterday in time for the closing date for submissions, today, Tuesday June 30th.

## GREEN PAPER SUBMISSIONS

The VOICE OF THE LISTENER pressure group has demanded the existing, and any future, commercial radio services should be strictly regulated and observe a strong public service obligation, including agreeing to carry a set minimum number of news bulletins of local and national reports each day.

The VOL, in its submission to the Home Office, also calls for every station to offer a minimum amount of minority-interest programming, and that each station should have an editorial board which would be representative of the community the station is licenced to serve.

Like certain other bodies, The VOICE OF THE LISTENER, questions the availability of advertising as a means of support for a large number of stations. Its critics suggest the VOL look towards the USA, Canada, New Zealand and Australia for their answer to that query.

The group also asks that the first national commercial station should be operated along the same lines as CHANNEL 4 TV, and that it commissions programmes from outside sources.

The BRIGHTON & HOVE COMMUNITY RADIO PROJECT, founded by former BBC RADIO BRIGHTON (nee SUSSEX) Station Manager BOB GUNNELL is amongst several groups calling for Community Radio stations to be given priority over Commercial stations. The group in its submission claim that if the Home Office were not to make special considerations for Community Radio, the country would be over-run with mass appeal pop music stations, offering no increase in choice for the general public.

Birmingham Commercial station, BRWB RADIO, in its reply to the Green Paper, says it would like to see proposed Community Radio stations established in association with existing IR stations and run as subsidiary operations. BRWB calls for the existing IR stations to be allowed to pull-out of their present contracts with the IBA and take on new 5-year term contracts with the

new 'lighter touch' regulation being offered by the Government. BRWB says stations should be allowed to continue to broadcast on both medium wave and VHF/FM

The somewhat controversial report says that there should be only one licensee for each area. It warns that by allowing the IR contractor to oversee such operations it would save a small-staffed Radio Authority the trouble of having to eliminate Community Radio applicants who were on the air as Pirate stations in the past.

The Birmingham station calls for a new Radio Authority - but also says it would accept remaining with the IBA if that was the case at the end of the day.

Like other IR stations, BRWB says there should be careful and gradual change in the industry warning that otherwise there could be serious damage caused by what it describes as a "wholesale" rush to the air.

Finally, on the subject of frequencies, the station says that if BBC local stations are allowed to keep both AM and FM channels, so should the commercial stations now under franchise to the IBA. Otherwise, they might agree to using only one channel.

As reported by NOW RADIO previously, COUNTY SOUND (Guildford) says there is no demand for either new local radio services or even national commercial radio.

COUNTY wants to see needletime scrapped and IBA codes on equipment standards lowered.

It favours IR and Community Radio being treated together as what it describes as 'Independent Local Community Radio'.

The ASSOCIATION FOR BROADCASTING DEVELOPMENT wants an end to simulcasting, lighter regulation of the industry, the same rules applying to all non-BBC Radio - including the existing IR stations and New Entrants, and favours the development of New Entrant stations on AM and the extended VHF/FM spectrum.

NOW RADIO will continue to report on other submissions in future issues of the Newsletter.

the Bahamian venture in Freeport. The company would be reimbursed various expenses and be provided with certain additional brokerage fees as commissions. The company would also lease any space to be occupied in Britain.

It was now June 1964 and our story continues in the picturesque village of Meopham in Kent, the home of one Philip T. Birch, at that time working for the J. Walter Thompson advertising agency. A keen supporter of American commercial radio and aware of the healthy cries of the infant Caroline, Birch was known to McIlwain and seemed the perfect choice to front the British Sales company. He was immediately hired by the four Texans to set up the company as outlined in section 3 of McGlothlin, Kanter and Staffan's provisional business structure, although for the time being he continued to work at J. Walter Thompson.

Birch's first task was to secure satisfactory office accommodation in London and by the middle of August he had this done, in the heart of Mayfair, coincidentally just around the corner from Caroline offices. Birch eventually moved in on September 1st, 17, Curzon Street, W.1. was a plush former showroom for a fashion house and its owner agreed to Birch renting it at the bargain price of £1,450 per annum. (including rates, cleaning and utilities, etc the figure rose to approximately £2,000 per annum). There was also a basement, giving a total space of 2,000 square feet on two floors (ground floor and basement).

Using the KLIF Radio advertising rate card as a bench-mark for layout, Philip Birch then started to draft his own card, which resulted in cheaper rates than the network rates of Radio Caroline, to sell the economies of advertising on one big station instead of two. (The Texans had said from the word go they would operate on no less than 50,000 Watts - compared to Caroline's

10,000 Watts.) However what was perhaps most significant about this rough and ready type-written draft was that the first suggestion of a station name - and bear it in mind that no ship had been purchased - that name was 'RADIO GALAXY' - Britain's most powerful commercial radio station!

\*\*\*

## NEXT TIME:

The ship is purchased, conversion work begins, a frequency is chosen and, after much debate, the station gets its name.

THE WONDERFUL RADIO LONDON FILES - STRICTLY COPYRIGHT MATERIAL. REPRODUCTION, IN WHOLE OR PART, BY ANY MEANS WHATSOEVER, PROHIBITED.  
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## LAW AND OFFSHORE BROADCASTING

Prior to August 15th, 1967, the only legislation which affected the operators of offshore Radio stations was the Wireless Telegraphy Act 1949. This made it an offence for any offshore station to operate within UK waters, then a 3-mile zone from the low-water mark, without a licence. The fine for an offence was then £100. Stations such as RADIO LONDON, CAROLINE 270, SCOTLAND, BRITAIN RADIO and SWINGING RADIO ENGLAND operated aboard ships, registered outside of Great Britain, and outside the Territorial Waters of this country. Thus they were able to administer their stations from offices in London and operate legal tendering services from English ports. Advertising on offshore Radio was also legitimate and staff were able to freely make public appearances and live in the United Kingdom. *A far cry from the position for Offshore broadcaster's of this day and age!*

Staple Hill  
Eristol

Dear Howard,

I have some information about a Special Event Radio station, **WINGS RADIO**. It will operate on 1602kHz AM on July 18/19th at RAF Fairford in Glos. **WINGS RADIO** will operate for the International Air tattoo '87 being held there.

I wish to comment on the policy of **NOW RADIO** to feature financial news of IR stations and news of personnel changes in local radio. I think this type of content is irrelevant!

I'd like to read more offshore news, features like **ROB CHAPMAN's** recent article on DJs, and generally more news coverage.

Also I think it fair to add I don't understand why **CHILTERN RADIO** features so heavily in **NOW RADIO**. I too can hear **CHILTERN RADIO** and they represent everything I dislike about IR.

Yours sincerely,

**SIMON WILLMOTT**

**EDITOR:** Thank's for the tip about **WINGS RADIO!** Whilst we always welcome comments and suggestions from readers, we must be practical in deciding what kind of balance we offer in each issue of **NOW RADIO**. It has always been our firm policy to cater for news, information and features concerning **ALL** areas of the Radio industry. The fact that we do carry financial news about IR means we know that a good proportion of our subscribers want this kind of information. It is good to know who is making a few pennies and who is not - who is about to merge with who and why!

I do attempt to provide a good cross-section of news and information from the somewhat limited offshore scene, Simon, but with only a couple of stations on the air, there is a limit to what we can carry without getting down to what **PETER PHILIPS** wore last Sunday morning whilst taking the ship's dog for a walk around the deck (a most unlikely event, I hasten to add!) Our news from stations such as **CAROLINE**

and **LASER** normally is from a senior management figure within the particular organisation, not simply rumour. If we did deal in rumours, we could double our coverage. However, we want to be accurate - and I am sure you prefer that?

More **ROB CHAPMAN**? I agree. As the months go by I am sure that you'll be enjoying more and more from him...so just keep on reading, won't you?

Finally, I don't think **CHILTERN** really does get too much coverage. It's just that they are pretty good at either communicating their news, or in allowing certain items to be heard from behind closed doors! I appreciate your letter and thank you for writing. I hope that you will continue to enjoy **NOW RADIO**.

**HGLR**

Dalton Way  
Newton Aycliff  
County Durham

Dear Sir,

Thank-you for forwarding enquiries and letters to me in reply to the letter of mine which appeared in issue 24 of **NOW RADIO**. It was appreciated. I look forward to the new style format.

Best Wishes

**ANTHONY M PARKIN**

Townfield Rd  
Flitwick  
Beds

Dear Howard

I must say I do enjoy reading **NOW RADIO**. It is regular, unlike some magazines! I think the existing size is ok, although the print quality isn't too hot sometimes. The content is GREAT! I prefer 2, as opposed to 3 columns, but that's just my opinion...it isn't really that important as long as it is readable. Great to hear that **JOHN DWYAR** is now on **RADIO CITY**. I had wondered where he had gone to.

Best Wishes

**DAVID THORPE**

**ED:** You'll see we've returned to the 2-column layout - and hopefully we've overcome the occasional problem with print quality. Overworked machinery, lad!

# Independent Radio

# Now Radio

WELCOME MR RENTON

The new Minister of State at The HOME OFFICE with special responsibility for Broadcasting is TIMOTHY RENTON, 55. He took over from DAVID MELLOR, who has moved to The Foreign Office as Minister of State. DOUGLAS HURD remains Home Secretary.

## PICCADILLY AIR CLUB DEAL

Manchester commercial station PICCADILLY RADIO has tied-up a deal with BRITISH AIRWAYS. The airline will sponsor on and off - air activities, including a travel agency service called The PICCADILLY TRAVEL CLUB. Membership is free. The station will also transmit a weekly Club show which will be paid for by the airline.

## EDDIE SHAH WANTS TO BE RADIO MOGUL

EDDY SHAH, who has stepped down from the Chairmanship of NEWS UK and who has passed control of TODAY newspaper to new owners, wants to get deeply involved in Commercial Radio in the United Kingdom. He already has a small, 6% stake in SIGNAL RADIO at Stoke-on-Trent. Now he wants to investigate more Radio involvement, including creating what he is describing as 'Intergrated Media' projects.

He says that intergrating newspaper and radio interests is a natural step to take and that it was he who suggested to OWEN OYSTON (Chairman, RED ROSE) to purchase a local newspaper to run alongside a commercial station.

SHAH says that it would be a good financial move to sell advertising for a newspaper and radio service alongside each other. He has spoken of the theory of display advertising on radio, with classifieds arriving on the doormat in the newspaper.

It was SHAH who established TODAY with modern technology and printing outside of the traditional base for national papers, Fleet Street, in London.

NICE BUY,  
SQUIRE!

Britain's best known disco sound and lighting company, SQUIRE LIGHT & SOUND, has been bought by Manchester commercial station PICCADILLY RADIO. The Squire chain has showrooms in London, Glasgow, Manchester and Birmingham.

The company was established by former DJ ROGER SQUIRE and was originally a radio-style studio facility used by many jocks for making demo tapes in the early days of ILR.

-----  
*advertisement*

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The Music Business is up in arms again over what it describes as censorship...and again it's over a record which they say has been banned by UK Radio. The disc in question is GEORGE MICHAEL's "I Want Your Sex".

Commercial Radio, operating under franchise to the IBA, received a letter from PAUL BROWN, Head of Radio Programming, which read:

*"We have now been able to hear the new GEORGE MICHAEL single "I Want Your Sex" and I have spoken to ILR managements about it. I attach a transcript of the song's lyrics. They are explicit, encourage sexual adventure rather than caution and could well offend against good taste and decency, particularly if the record is broadcast at times when young children are likely to be listening. As a result we do not feel it is suitable for extensive playlisting. Please therefore restrict play of "I Want Your Sex" to between the hours of 2100 and 0600..."*

Whether PAUL BROWN needed to have gone to the lengths he did over this particular record may remain an issue for many a debate in the future, but one thing is sure: The publicity that 'banning' any record receives, nearly always results in good sales - and often a top-ten hit. Indeed, GEORGE MICHAEL and his record company must be laughing all the way to the Bank knowing that the Ban has resulted in far higher sales than if it had been left to each individual Programme Director or Head of Music to decide about airplay.

If I were Head of Music at any station I know I would deeply resent such unnecessary interference in my work by some bod down at Brompton Towers!

...

Hospital Radio means, to most people, a bunch of do-gooders playing requests for elderly ladies who have always had fantasies about meeting somebody famous, and who are prepared to settle for Nigel and his

friends playing lovely middle-of-the-road tunes on a Sunday afternoon. But, you'll be pleased to hear, not for me! For I believe that Hospital Radio, given the prospects on offer from the Government (at some time in the future...) could mean a radio service originating from the local General Hospital, but alongside requests for NAT COLE and RUBY MURRAY, they could be interviewing Specialists and Consultants, Health Education officers and Nursing staff in a bid to make all listeners (outside the boundaries of the Hospital) much healthier than of now. Whether it's a talk on Back Troubles or getting nasty little brats to avoid getting nits at the local school, it could be quite worthwhile stuff! Something for Nigel and his friends to think about, isn't it?

...

The Dutch Authorities take what appears to be a totally different approach to the 'problem' of OFFSHORE RADIO than does our own DTI. In Holland the policy of leaving the people behind RADIO MONIQUE, and the producers of taped programmes which 'just happen' to end up being transmitted via that station from the High Seas, is based on a view, high up in the Dutch establishment that there is no money in broadcasting from a ship rocking and rolling in the storm-tossed North Sea. The Dutch believe that the prospects of making money from OFFSHORE RADIO are so slim, and the costs and trouble involved are so high, that few, if any, other stations are likely to appear in the future. True, though RADIO MONIQUE does appear to broadcast a lot of commercials, and does get paid for them, it has high overheads and only just manages to break even financially. But, would the Dutch policy change if a Pirate Radio ship again appeared off their own coastline? When and if the NANWELL leaves Spain, I guess we'll find out!

...

Finally, good-luck to my old radio-mate MEL BOWDEN (MARK STUART) who gets Married during July. I can't get over that bit of news!!! HGLR



Radio:  
Choices and  
Opportunities

A CONSULTATIVE DOCUMENT

Presented to Parliament by Command of Her Majesty  
the Queen in 1985

LS

NOV RADIO has submitted a response to the Government's Green Paper on the future of Radio in the United Kingdom. That submission is now reproduced in full. We welcome comments from readers to our proposals.

\*\*\*  
INTRODUCTION

NOV RADIO COMMUNICATIONS was formed in September 1985 by HOWARD G. L. ROSE, a broadcaster, active in the industry, at home and overseas since the early 'seventies.

The first task of NOV RADIO COMMUNICATIONS was to publish and market a book, **THE PIRATES' WHO WAIVE THE RULES**, written by ROSE analysing the operations of Offshore Radio stations which have existed off the United Kingdom coastline since 1964. The book also looked at some mainland operations of so-called Pirate Radio stations.

NOV RADIO COMMUNICATIONS then, in April 1986, launched a fortnightly trade publication, **NOV RADIO NEWSLETTER** which deals with news, information, features and topical tips for the entire sound broadcasting industry. It is widely read in all sectors of the existing Radio industry, as well as by prospective operators of local Radio stations.

NOV RADIO COMMUNICATIONS offer a Consultancy Service to Radio stations

and industry-related organisations and plays an active role in various bodies, seeking development of United Kingdom Radio services. It acts as a 'clearing house' for information, advice, programming ideas, marketing and sales developments and as a central point for Professional Broadcasters seeking employment to contact for current industry vacancies.

NOV RADIO COMMUNICATIONS are also United Kingdom Representatives for several overseas broadcasting services.

THE PRESENT SCENARIO

The Consultative Document, **RADIO: CHOICES AND OPPORTUNITIES**, recognises the desire and need for changes in the way in which United Kingdom sound broadcasting is both regulated and operated. Since the earliest days of Radio in this country there have been, often unnecessary, controls imposed by both Government and Regulatory bodies, which have stemmed the true development (creatively) and growth (economically and numerically) of this 'industry'.

Until 1973 there had only been one small example of legitimate commercial local Radio in the form of **MAXX RADIO** on the Isle of Man. It was established in 1964 and proved successful, both in terms of Audience Appreciation (reaching more than 80% of the Island population in many annual research surveys) and in financial terms.

In 1973 we saw the introduction of Independent Local Radio (ILR) operating under franchise to the **INDEPENDENT BROADCASTING AUTHORITY**, to terms set out in legislation introduced by **CHRISTOPHER CHATAWAY**. Early on it was seen as necessary that controls in such areas as ownership, management, programming and airtime sales, should be fairly strong, as in all but one case (that of London, with two stations), each ILR station was provided with a commercial monopoly of sound broadcasting within its primary service area.

As the years went by development of commercial Radio was affected by governmental control over the industry. The LABOUR Government, in 1977, halted the growth of local commercial Radio after only 19 stations had been established. This directive was later thrown out and a total of more than forty stations are now in operation under the IBA. Even with a greater number of stations on the air the IBA actually increased its own regulatory controls on such stations, rather than allow stations greater freedom to develop. This led to little innovation in programming. The IBA also failed to launch the proposed sixty nine services once projected for the United Kingdom as a whole. Another failure was the fact that, apart from some minor over-lapping of service areas in a few instances, each franchised service was provided with a continuing commercial monopoly.

Whereas, in the 'early' days proponents of commercial/non-BBC local Radio, agreed there was a requirement for a somewhat uniform policy for operation, many thought that after a few years, especially when the industry showed itself to be both responsible and successful, the IBA would allow greater scope for the introduction of new ideas, technical developments and a greater number of stations serving any one area. Instead, the IBA continued to look on ILR as nothing much more than an 'also-ran' to its (so-called) Big Brother, ITV. Indeed much of the day-to-day regulation drawn up for the operation of ILR was taken from guidelines for ITV. A major mistake by the Authority.

As time went on a number of companies and organisations who had failed to win a franchise to provide the ILR service for their area and who still wanted to operate a local service were joined by new groups and individuals who also wanted to establish local Radio services. There were also many companies who had not actually applied to the IBA for franchises because they were outside areas to be given a station, or

because they had fundamental disagreements with the way in which the IBA was running commercial Radio. Such groups wanted to provide, in many cases, something quite different, some say, unique, to what was on offer from their existing ILR station. Again governmental control of sound broadcasting was to be the guilty party in failing to see there was a demand which could be provided for with little or no requirement for the introduction of new legislation.

The Home Office could have directed the IBA at anytime to permit more than one local Radio service in any given area without legislation, but it did not. The IBA, without such pressure, was not to make such a decision on its own. Indeed it has been official policy that all new areas to receive local Radio services must first receive Home Office approval.

The Home Office was aware of a demand from a large number of groups seeking new licences. Some wanted to operate non-commercial COMMUNITY Radio services which would concentrate upon programming for a more narrow audience than the existing ILR operations. Others wanted to compete head-on with the existing ILR stations, but in doing so wanted to offer specialised formats such as Nostalgia, Soul, Jazz, All-News, Talk, Beautiful Music, Rock, etc, rather than the all-things-to-all-people programming of ILR. Furthermore, other groups wanted to offer local, non-BBC Radio to areas thus far uncatered for by existing services.

Appeals to both the IBA and the Home Office were not so much ignored as told that there was simply no plans to develop the industry until a thorough review had taken place. Some groups decided to take the law into their own hands and discovering several loop-holes in the law, broadcast, albeit, illegally, and showed in a working manner there was a demand from broadcasters to provide new services and a market for audiences which could be sold to

even the smallest of local businesses.

Such stations included RADIO SOVEREIGN, a station with a Nostalgia format, which operated between May 1983 and January 1984 from Twickenham. This station showed that a full-time Radio service, with a so-called 'specialist' format, could operate commercially, successfully and professionally, alongside the existing services from Central London: BBC RADIO LONDON, LBC RADIO and CAPITAL RADIO. In this case staff were paid salaries equal to, or better than, they might have received working for these stations. Other examples of such stations included RADIO JACKIE, KFM-Manchester and Shropshire's SUNSHINE RADIO. In addition to these groups who had to 'go outside the law' to show to the government, the IBA, BBC and the public, there could be scores, perhaps hundreds, of new local Radio services, others continued to campaign by means of public meetings, private gatherings, and in letters. Within the Radio industry there is much unrest. There is not one Radio station broadcasting at this moment where all the staff are happy with the situation. Even before publication of the Consultative Document, RADIO CHOICES AND OPPORTUNITIES, ILR staff felt that their stations were becoming little more than music-based jukebox operations with commercials after every couple of tracks of music. There was unrest at the quality and quantity of news, both locally and nationally, from INDEPENDENT RADIO NEWS. Salaries were kept low, too. Also the quality of programming began to fall fast, when Programme Controllers realised that, having a commercial monopoly, they would still attract audiences and thus advertising income, as listeners had very little choice to select from in their area. In all cases, competition would be the easiest solution. Until the publication of the Green Paper, the commercial Radio industry had been able to relax and care very little about what it offered the public. The Green Paper suddenly brought home to Management and Programmers the reality that competition could be 'just around the

corner' and it was time to begin worrying about what they offered to their audiences.

During this time ILR also saw several cases of financial 'disasters' with the closure of Leicester's CENTRE RADIO, and then a series of take-overs and mergers. Gradually a couple of Australian companies and a Lancashire-based Radio group, have become major forces in commercial Radio ownership - despite the belief that local radio should be locally owned and operated. At the time of preparing this submission three Yorkshire commercial Radio station companies have merged (PENNINE RADIO, RADIO HALLAM and VIKING RADIO) and their group appears set to merge with the RED ROSE RADIO group, which itself already owns RED ROSE RADIO, RADIO AIRE and RED DRAGON RADIO. VIKING, PENNINE and HALLAM already share ten hours programming per day. Senior Management in such ILR stations claim that it is not possible for small stations to exist as 'stand-alone' commercial enterprises. Yet the IBA has drastically reduced its transmitter rental charges to stations and given them a much freer reign on programming in recent times. Indeed the 'local' content on many stations has almost disappeared, turning stations into 'jukebox' operations, whereas they were licenced to 'inform, educate and entertain' the entire community in their agreements with the IBA. The real reason for the financial plight of ILR is too-often found in the levels of staffing and the under-productivity in such stations. Too many people doing too little work. Often the manning levels in ILR have been based on those in force in BBC Local and Regional Radio, where programming carries more 'speech-based' output requiring many more man-hours. ILR, with its music-based policies, should see about half the number of people employed for the number of stations now broadcasting. As a result salaries could increase and, at a stroke, a good number of people would be available to work on new

stations, in addition to those waiting to enter an expanded industry.

So far we have dealt with mainly ILR-based issues. This is because we feel that, with little exception, BBC services are unique and are not in need of change through legislation. However, we would like to suggest that BBC local Radio stations (or, County stations as many have now become) have paid far too much attention to competing with their near-by ILR stations. In so many cases we have found this has resulted in a duplication of the 'sound' of ILR, minus the commercials. This has seen the loss of BBC local Radio's ability to be prepared to cater for many minority audiences and interests whilst chasing the ratings has become the order of the day. Where, once upon a time, BBC local Radio stations realised it was 'not their job' to try and sound like commercial stations, they were free to appeal to an often older audience with music and conversation, features and topics to match, many now have become devout followers of the top-40 charts and of the opinion that all the audience wants is continuous pop music. This is wrong. BBC local Radio should see its role to serve the community by providing of the kind that ILR just wouldn't consider. In the main this means speech-based programming.

It is our firm opinion that each and every broadcast station should be free to provide the kind of programming it would personally like to offer a target audience, so it would be wrong to suggest that any kind of official 'regulation' be issued on this area. We would just hope that BBC local Radio Managers and Programmers will see some sense in avoiding the pure duplication of often, the only other local source of sound broadcasting.

#### THE NECESSITY OF CHANGE

Unless there is action to allow development of Radio services we feel that the mergers and take-overs will continue and commercial Radio in the UK will be in the hands of only a few

self-appointed Moguls. We do not condemn the companies that have seen the opportunity to obtain (often at knock-down prices) a larger stake in the industry, we do feel however, it is wrong to allow such companies to grow and grow whilst there are scores of prospective broadcast groups being held back by a lack of any initiative by government. We must see introduction of more new services which will, in turn, offer choice of listening and choice of employment. Commercial Radio in the United Kingdom only accounts for under 2% of the national advertising 'spend' by business and industry. With development, this figure could easily become five, six, seven, even eight times higher.

In many ways UK Radio is as stagnant today as it was before the arrival of RADIO CAROLINE in 1964. As RADIO CAROLINE stimulated development, so must this Government allow growth by stimulating the industry through the urgent introduction of new legislation. As important as the need for this change is the fact that Radio is stale. The fact is there are hundreds of people ready, willing and able to put new Radio services on the air. These new services would provide hundreds, perhaps thousands, of new jobs. They would offer a choice of listening to the public. They would generate local business through inexpensive advertising and free on-air publicity. Such development sits more than comfortably within the present administrations views on free enterprise, etc. Another reason that change should happen sooner rather than later is because many have been waiting many, many years to see and create such development. Radio companies are formed and groups are ready to offer their services as alternatives to the existing services. To some, the postponed 1985 COMMUNITY Radio experiment resulted in heavy financial commitments and prospective broadcasting groups cannot all survive a long wait for the government approval of change to allow them to go on the air.

Radio is Radio and we must urge the Home Secretary to ignore any suggestion that alterations to the way in which Radio is regulated should be linked to any prospective Green Paper on the future of Television.

We urge the Home Secretary to move fast in allowing change in Radio. We urge him to avoid getting bogged down with committees, panels, too many meetings and the very weak cry from a pitiful few in the current commercial radio business who say development should be 'gradual'. Since the 1920's change has been far to 'gradual'. Now is the time to move.....

#### PROPOSALS FOR CHANGE

We believe that a creative medium such as Radio should be permitted to develop to a considerable degree at a pace and to an extent which itself can manage. As far as possible governmental or broadcast authority controls should be minimal, and with few exceptions, limited to such areas as technical constraints to achieve freedom of interference and good standards of performance, technically, from all broadcasting services.

Who can oversee the development of Radio in such a way as we are about to propose? There are three possible candidates for the role. Firstly, the ~~INDEPENDENT~~ BROADCASTING AUTHORITY. The IBA has regulated ILR since its inception. However, despite some rather exaggerated claims that it is best suited to looking after all non-BBC Radio, we feel the Authority would rule with a much too heavy hand and would stifle the mediums natural creativity and commercial prospects. From existing ILR stations and prospective New Entrants, we discover the opinion that the IBA is far from suited to providing the 'light touch' rule that the Home Secretary has thus far spoken of. THE CABLE AUTHORITY is seen by many as the body best designed for offering the 'light touch' of regulation required for non-BBC Radio. We believe that, rather than establish another body, it might

well be the best solution. THE CABLE AUTHORITY would not need to employ too many new people because a considerable amount of work could be 'farmed out' to other businesses. Whatever the Government decides, from here on we shall refer to the regulatory body as The Authority.

The first task of The Authority should be to invite applications for licences from prospective providers of Local Radio services throughout the United Kingdom. It should not be the responsibility of The Authority to declare a certain format should be provided by any particular contractor in any particular area.

Each Applicant would be required to provide The Authority with full details of those applying for the Permit, including full names, addresses and telephone numbers. Foreign ownership, including Commonwealth and BBC-ownership, should be limited. In the case of non-UK/non-BBC ownership, in any one station, this should be limited to a maximum 20% share.

The Applicant would be expected to provide a detailed submission relating to the proposed transmitter power and location, selected frequency and hours of transmission. It would be the responsibility of each applicant to locate a suitable channel for use in any given area so as not to create interference with any other existing or presently proposed radio broadcasting (or other service) transmissions. Only one frequency would be permitted per applicant. Simulcasting is wasteful. Quite simply, it must end for existing Radio services, and must be prevented from happening with any New Entrants.

There should be 5 categories of Radio Permits:

1. NATIONAL
2. REGIONAL
3. COUNTY-WIDE
4. TOWN AND SURROUNDS
5. NEIGHBOURHOOD.

Allowing National Radio services to be established, having to use many transmitters to provide coast-to-coast coverage, would be wasteful of the available frequency spectrum. Instead, we would suggest that either this area is left entirely to the BBC to cater for with its existing services, or it is catered for by a new stream of what would be defined as Regional stations. A Regional Radio station would operate on only one frequency with one transmitter and would aim to cover an area such as South Wales, North Wales, North East England, South East England, The Midlands, East Anglia, etc. Any immediate developments, however, should be made within the latter three of the five Permit categories listed above. This would mean the needs of so many prospective broadcasting groups could be met. Countywide stations would include the vast majority of existing ILR stations operating under franchise from the IBA. By not actually progressing with National and Regional Radio operations, hundreds of stations in the latter three categories would be technically possible. The Town and Surrounds permit would be for the second-largest group of both commercial and public service/non-profit radio services. Ideally an applicant would look at providing a signal to a main town and the immediate surrounding district. The Neighbourhood category would be best suited to those seeking to provide Community Radio services and would operate on very low power

with a transmission range of a few miles.

In order to minimise the number of staff required and keep overheads to a workable level, and to avoid building another IBA-style Empire, The Authority would expect Applicants to seek professional advice from private or public organisations in areas such as the location of a suitable frequency, transmitter site location, power output requirement, etc. NOV RADIO COMMUNICATIONS has knowledge of a number of UK-based companies able to provide this service to meet Home Office/Department of Trade requirements.

One such company is MARCONI. MARCONI could draw up scales of maximum transmitter output power requirements for use on both Medium Wave and VHF/FM. In the United States of America, for example, on medium wave, stations can opt for 100 Watts, 1000 Watts, 10000 Watts or, in a few cases, 50000 Watts output. For VHF/FM transmitter power output (erp) is wholly dependent on the height of the antenna and the size of the community the licence is designed to serve. The DTI's Radio section could be called in to investigate any possible complaints of interference and/or power output infringements and would charge the offending licence holder with any costs incurred in carrying out such work if they were found to be guilty of what would normally be an offence under the existing Wireless Telegraphy Act 1949.

There should be no ceiling placed on the number of stations that seek to broadcast and who are provided with Permits - except for when there are no available frequencies to be used by new stations. By avoiding the establishment of National and Regional Radio, there should be enough frequencies available for medium and low power County-wide, Town and Surrounds and Neighbourhood stations, of a number that should exceed the projected demand for many years to come.

Programming on individual stations need not be dictated by either Government Department or The Authority. Whilst there was a question in the Green Paper about Public Service Broadcasting responsibilities, it is our firm understanding that the vast majority of prospective broadcasting groups wish to offer such output, designed to fit in with their own particular formats, without any official directive. In addition, the BBC would continue to be the cornerstone of Public Service and Non-Commercial broadcasting. By allowing the station's freedom to decide upon their output, whilst naturally following the Laws of the Land, we see no fears of a lack of responsibilities towards the communities designed to be served by future Radio operations. In the United States of America, even the slickest Top-40 format Radio station realises that Public Service/News & Information output, is a vital ingredient required to win and maintain an audience. In particular Local News services are seen as the most vital section of a local stations operation.

The status of an applicant for a licence would not be important. Applications for any class of licence could come from a variety of operator, such as commercial business, community/non-profit maximising, or any other. In all cases the applicant should give an outline of the financial structure of the company for Authority reference and they should be expected to outline their main programming policies. The financial report would be required to ensure that the company was able to get on the air and provide the service for a good period of time and not fall by the wayside in financial difficulties. A station would have to notify The Authority of any decision to change from one format to another. Community/Public Service-type stations should not be allowed to change to become straight-forward mass-appeal, commercially-oriented operations. At the same time, should a market's' only community Radio wish to change format, it would be

expected to notify The Authority, who would then advertise an available licence in that market for a Community Radio service. Only when a replacement was found would the original operation be allowed to cease providing its service. The group would then have to apply for a Permit for the new operation and on a new frequency, having handed over their original channel to the new managers of the areas Community Radio service. This would ensure that there would not be a sudden rush of applications for Community Radio services which decided after a few months they might like to change to a new format, leaving a community without such a service.

Ownership of Radio stations should be carefully monitored to avoid a build-up of control by a small group of companies. Already certain ILR contractors are seeking in-roads to backing Community Radio and other specialist-format radio services which intend to operate within their existing franchise areas. There are also other non-Radio interests who are investigating the potential of ownership of a vast number of stations. One company should be restricted to owning no more than five different Radio stations, and all in different markets. Existing multi-station ownership should be brought into line with this policy. Foreign ownership, dealt with earlier, should also be adjusted to fit in with these proposals. Any change in station ownership should be notified to The Authority.

#### TABLE

Any suggestion that the future of Radio is a new issue and the publication of the Green Paper was simply the initial stage of seeking a route for the industry to take in the future must be ignored! Ever since the first days of sound broadcasting there has been a greater demand for services to be provided by potential broadcasters than facilities permitted by government. Over the years this has resulted in commercial broadcasts

from the Continent beamed towards the United Kingdom by stations like RADIO LUXEMBOURG, in Offshore Radio stations anchored a few miles beyond British Territorial Waters, like RADIO CAROLINE and in scores of shorebased illegal operations. All showed there was an audience for more Radio. Now, in 1987, such operations are joined in their call for more Radio, by hundreds of potential Local Radio operators, hoping that the Government will once-and-for-all move ahead with allowing greater freedom for this medium.

In making our proposals we have carefully considered a series of developments which can be implemented with little delay. Appointing the CABLE AUTHORITY to oversee Radio, and allowing a considerable amount of preparatory work to be conducted by other companies and organisations, limits delay. Indeed we can see a situation whereby the Home Secretary might wish to push ahead with the initial phase of development by allowing the CABLE AUTHORITY to issue permits to a first batch of stations and have them given Special Experimental Licences by The Home Office. This can be done under The Wireless Telegraphy Act (1949). It would allow the remainder of the alterations and legislation to pass at a moderate pace, whilst giving the opportunity to begin broadcasting, provide employment and offer consumers further choice. It should be considered. Legislation should be drawn up with the supervision of The Home Secretary immediately. A Bill should be introduced to Parliament in the Autumn of this year (1987) with an aim to having a new Broadcasting Act in force by the beginning of 1988. The first stations could then be given licences under this system by the Spring of 1988. Any further delay is not justified.

The actual process of awarding licences by The Radio Authority need only be a simple system. The Radio Authority should advertise in the press it seeks applications for licences in three categories: County-wide; Town & Surrounds and

Neighbourhood. There should be a period of 30-days before applications for the first batch of licences should be received by The Authority. Assuming that applicants have commissioned frequency-searches, transmitter output power requirements, etc, through MARCOMI (or a similar body with links to the DTI). The Authority should find that, with all conditions met, permission to begin building a station can be given. A Construction Permit would be initially issued by The Authority. This would give the station 90-days to install transmission equipment. By the end of this 90-day period the applicant would seek an equipment check by the DTI's Radio Unit, whose task it would be to ensure that no interference would be likely and that power limits were met. Should they find everything in order they would inform The Authority who, in turn, would issue a full licence. The station could then begin full-transmissions. Should an applicant fail to receive DTI-approval by the end of the 90-day period, further application for a Construction Permit should be made. If at the end of this second 90-day period the station were not ready, a fresh application would be required. Costs of all these services would be met by the applicants.

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That concludes this complete reprint of the NOW RADIO submission to The Home Office in response to their Green Paper, RADIO: CHOICES AND OPPORTUNITIES.

We urge all readers who have, thus far, not responded themselves, to compile at least a letter to communicate their own views on this important matter.

Address your submissions to: Room 664, The Home Office, Queen Anne's Gate, London, SW1H 9AT. Closing date 30th June.

Quite a few issues ago, we ran a series of articles, written by CHRIS ELLIOT, detailing for the very first time, how the most successful of the sixties offshore commercial radio stations was actually launched.

Since we first published THE WONDERFUL RADIO LONDON FILES we have been joined by many more readers. It is for that reason that we now reproduce this amazing story which had, until it first appeared in this publication, never been told.

## THE WONDERFUL RADIO LONDON FILES

By CHRIS ELLIOT

### Part One

Some of you may recall that a couple of years ago there were serious plans to revive 'Wonderful Radio London' from a ship in the North Sea. Known as WRLI (the 'I' stood for International) and the brainchild of John England from Arlington in Texas, the subsequent fate of the project has already been well documented and it is not my place to drag up here all the reasons why it eventually went sour. I was very involved with WRLI, as was Barry Charnley, my colleague in the British arm of PANS. Others involved included three of the very

same Texans responsible for starting the original Radio London in 1964; Don Pierson, Tom Danaher and, later, programme director Ben Toney. The WRLI experience is one we are all unlikely to forget and it was with great interest that Barry and I found ourselves in possession of copies of much of the original Big L's confidential files; files that blow away many of the myths and legends surrounding the setting up of this most famous and well-loved station. Included is a great deal of the private correspondence between key figures in the operation, details of the internal workings of the Bahamian trust set up to finance the station, the original public relations plan, programming suggestions, the story of the ship conversion, and even revelations about a merger with Radio Caroline! Hot stuff to say the least and a fascinating insight into the real 'pre-launch' Big L story, a story I would now like to share with you over the coming weeks.

So, if you are sitting comfortably, let us begin:

The actual idea for Radio London came from a most unlikely source. In 1964 Don Pierson was the Mayor of Eastland in Texas, with business connections in banking, real estate and automobiles. His interest in radio was about the same as any average listener, but on frequent trips to London, England he had noticed how dull British radio sounded in comparison to American radio. In his own words it bored him "up the wall", so he was rather intrigued to read in The Wall Street Journal of Ronan O'Rahilly's plans to launch a commercial station from a ship off the English coast. Don was also aware that the owner of the slick and high-power KLIF Radio in Dallas, Gordon McClendon, had been involved in a similar project to O'Rahilly's some years earlier, but off the Scandinavian coast. (That station was Radio Nord). Both the newspaper article and KLIF Radio lodged in his commercially-minded brain as he thought more about the

possibilities of a shipbound operation programming the same successful Top 40 format as KLIF to Britain. The listeners would surely love it and, if organised properly it could be a very, ~~VERY~~ good financial investment. He immediately made a scouting trip to London to find out more about O'Rahilly's proposed Radio Caroline, to the extent of even chartering a private plane and flying out to see the planned location off Harwich for himself! The more Don looked into Caroline, the more he was convinced he could go one better, and once back in Texas made hasty phone calls to various friends and associates and told them of his idea. Immediate support came in the shape of Mal McIlwain from the McIlwain-Cadillac company in Abilene, who through his British J. Walter Thompson connections, was very aware of the interest being shown in Radio Caroline by advertisers. A meeting was arranged which also included Texan businessmen Tom Danaher and Jack McGlothlin. All agreed it could be a most profitable enterprise and so they decided to put up \$1,500,000 between them and press ahead with their own ship as soon as possible.

Pierson would co-ordinate and over-see the whole project, with McIlwain organising sales, Danaher organising the ship and station, and McGlothlin looking after what would probably be a very complicated tax and legal set-up. It was agreed that each of the four partners would represent a quarter share and each quarter would always have only a single and equal vote, and that no subsequent investors they might sell portions of their quarter interests to would be voting interests. It was also understood however that the four voters would always vote according to the majority wishes in their respective portion.

While Don Pierson and Tom Danaher immediately started hunting for a ship (see next issue) and Mal McIlwain followed up his J. Walter Thompson connections, Jack McGlothlin requested that lawyers

Burton Kanter from Chicago and Arthur Steffan from Washington be brought in to help organise a solid and watertight business structure for the proposed and still un-named radio venture.

The outcome of this was a provisional plan to be divided into three parts (as follows):-

1. A Panamanian Corporation operating under the name Panavess Inc. would acquire and own the ship. This Corporation would issue shares among the four primary individuals (Pierson, McIlwain, Danaher and McGlothlin) and have a corporate structure involving both debt and equity investment in proportions to be determined. The Corporation would charter the ship to a Bahamian venture who would in turn outfit it with the necessary radio equipment and operate as a radio broadcaster.

2. The Bahamian venture would probably operate out of Freeport, Grand Bahama, through the facilities of the Mercantile Bank & Trust Company and consisting of various Bahamian trusts established for the benefit of the investors in the venture. The trusts, from funds contributed upon establishment and additional funds borrowed from the Mercantile Bank, would charter the ship from Panavess Inc. and purchase the required radio broadcasting equipment and see to its installation aboard the ship. The Bahamian venture would in fact be a group conducting the primary business activity of selling broadcasting time and carrying out a broadcasting schedule. They would then enter in to an exclusive contract for the brokerage of advertising time with a British company as outlined below:-

3. A British company operating in England would be provided an exclusive brokerage contract for the sale of advertising by the Bahamian venture. The company would operate in England to negotiate all the necessary contracts subject to approval and execution by

# Now Radio

## LOOSI ENDS

Thursday June 18th and some quite heavy storms in the Kettering area resulted in the phone system here at NOW RADIO being out of order for a good part of the day. TELECOM engineers had the service back early on Friday morning - but if you did call, that's the reason.....Furthermore, trouble with the lines resulted in the NEWSLINE going down for a fair part of that following weekend, mainly Sunday June 22. Sorry if you called and just received a ringing tone.....

Talking of communicating with us - our normal office hours these days are from 9am until 4pm. Outside these hours you may leave your message on the answering machine and we can get back to you if it's required.....

As promised in the last issue, this issue of NOW RADIO is with the brand-new layout. Hope that you like it!.....Mind you, we have decided to return to a 2-columns-per-page layout after a couple of comments.....

Finally, on the subject of our operations, we must welcome CHARLOTTE to the crew. Her job is to collate all the pages, do the stapling and put copies of the magazine into envelopes. A tough job which she does with great speed to ensure we mail off on time. 'LUCY' meanwhile continues her one-hundred-and-one tasks which, as always are so much appreciated.....

If NORMAN TEBBITT was the Cabinet Member against progressing with the infamous Community Radio experiment of what seems like hundreds of years ago, we know another member of the pack who was firmly in favour of the idea. He, who we won't name (yet!), spoke about his anger during a visit to Scotland a few weeks ago!.....

TONY BLACKBURN appeared on the CHANNEL 4 TV 'Comment' spot last Tuesday evening to promote the idea of deregulation of Radio and to state that, in his opinion, the pirate Radio stations were again leading the way with innovations and breaking much of today's new music. Perhaps Mr HURD will soon be able to give TONY his very own permit for a 50,000 Watt Soul station in London?!.....

Continuing with our facts about Radio: Commercial Radio in London (and that means the almighty total of two stations) accounts for almost 9% of the total share of advertising revenue in the capital....that's seven percent above the national share!.....

And, remaining in London, and for the record, AUSTIN ROVER have signed up for a second year of sponsorship of CAPITAL RADIO's 'Flying Eye' traffic spotter plane. The VREW ORCHESTRA is now co-sponsored by CAPITAL and THE DAILY TELEGRAPH.....

There has been fun down at SOUTHERN SOUND in Brighton recently due to the fact we printed a story which made it sound like CHRIS COPSEY had left the station for good and his programme had been taken over by SEAN BOLGER. Not so! At least according to CHRIS to called to say that he was still receiving financial reward from the station and still playing a bundle of gramophone recordings on the station each morning! He was simply away on a holiday....

By the way, we can supply copies of our Submission to the Home Office in response to the Green Paper (A4 format/20 pages) for £1 each inclusive postage. Please send request to Green Paper Orders, NOW RADIO, FREEPOST, Kettering, Northants, NN16 0BR. (No stamp is required when using this address, which is available for orders only).....

Don't forget, always Keep us posted with your news, information and, dare we say, gossip!

## INDEPENDENT RADIO PROGRAMMING SHARING

The following programmes are currently on offer by the producing company to the rest of the IR system. They are distributed through the Programme Sharing Unit of the ASSOCIATION OF INDEPENDENT RADIO CONTRACTORS.

The documentary 'A Postcard from Strasbourg' is a DEVONAIR RADIO production. JIM GIBBONS takes another look at the European Parliament. Duration one commercial half-hour.

'Gilbert White of Selbourne' was produced by LBC. SEAN STREET visited the Hampshire village famous for its beautiful landscape but known above all for being the lifelong home of the 18th century naturalist, GILBERT WHITE. Extracts of his writings are included in this one commercial hour long programme.

LBC is also offering a further set of programmes in the 'BOB HOLNESS in Conversation' series. Each runs an hour and were recorded before an audience at The Barbican. They feature interviews with actor JEREMY IRONS, authoress LADY ANTONIA FRASER, Bandleader GEOFF LOVE, Broadcaster and Mastermind Questionmaster MAGNUS MAGNUSSON and Actress, singer and musical comedy star LIZ ROBERTSON.

PICCADILLY RADIO offers a interview/music special featuring ROSIE VELA. She is the Vogue model who has turned Pop Star. In this musically illustrated programme she explains how she went into the recording business after she was bequeathed songs written by her young husband before he died of cancer. The programme lasts one commercial hour.

'From Russia With Love' is the name given to a CAPITAL RADIO production of THE VREW ORCHESTRA performance at Lewisham Theatre, conducted by CARL DAVIS. This programme lasts a commercial hour.

A programme produced by RUNDKUN DER DDF and distributed via the EUROPEAN BROADCASTING UNION features the GDANSK STATE PHILHARMONIC ORCHESTRA and lasts

two hours.

Finally, a couple of RADIO CLYDE productions are on offer. 'Arnold Brown - And Why Not?' is the name of a one commercial half-hour show with New Wave comedian ARNOLD BROWN performing at Glasgow's TROU THEATRE CLUB.

And the station is also offering four programmes, each approx 18-minutes long, of serialised short stories by SIR ARTHUR CONAN DOYLE. The reader is HAMLISH WILSON.

## COI FEATURES

The COI (Central Office of Information) Radio Services have released an interview with LORD VINSON explaining to PIONA GOLDMAN about the recently launched CAMPAIGN FOR THE COUNTRYSIDE. The interview runs 1 min 38 secs.

## CAPITAL SHOW SOLD

CAPITAL RADIO has sold a game show format programme to the AUSTRALIAN BROADCASTING COMMISSION.

The General Knowledge quiz show, The Wall Game, features on GRAHAM DENE's weekday programme on the London commercial station.

Already the station's syndication department sells The Network Chart to several overseas radio stations.

## PIRATE RADIO ON CHANNEL 4 TV

CHANNEL 4 will be transmitting a programme on PIRATE RADIO at 11pm on Monday July 13.

The 60-minute programme is a one-off on the subject and is part of the stations Eleventh Hour series.

## HURLEY AWARD

MIKE HURLEY, the Yorkshire broadcaster and commercial copywriter who is heard these days on BBC RADIO HUMBERSIDE, has won an International CLIO Award for his commercial copywriting.

The award was made for his commercial for a Scandinavian paper maker.

## PIRATE STATION JAMMED

Broadcasts by a Radio station operated by Tamil Separatists, **EELAM RADIO** are being jammed by the government of Sri Lanka.

## MORE FROM MOSCOW

**RADIO MOSCOW** has increased the amount of time it devotes to transmissions in German to 7½ hours daily. The extra hour is due to a broadcast on 1323 kHz medium wave (227 metres) and transmissions in the 25, 31 and 41 metre short wave bands starting at 6.30am.

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advertisement

## BROADCAST TRANSMITTERS

**FM 5-WATT TX:** 50x200x50mm. Requires power supply 11.5 - 14v dc at 1.5 amps. Aerial Imp 50 Ohms. Audio Input approx 250mV. Frequency Adjustable between 90 - 108 MHz (VFO). £99 (inc P&P).

**FM 50-WATT TX:** 19 inch rack x 3 inches high. Mains Powered. Phase-lock loop. Adjustable. Operates between 91 - 106 MHz. £299 (inc P&P).

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*IN THE UNITED KINGDOM IT IS AN OFFENCE TO INSTALL OR OPERATE TRANSMITTING EQUIPMENT WITHOUT A LICENCE FROM THE HOME OFFICE.*

## SOVEREIGN DATE SET

A date for the commencement of transmissions by a newly activated **SOLID GOLD RADIO SOVEREIGN** from Ireland has been issued. The start of transmissions will be in two phases.

Phase one, with Sunday-only transmissions, will begin Sunday July 12. The station will broadcast from 6am - 6pm. This phase will last 5 weeks until the beginning of full daily programming, as from Saturday August 15th. Then the oldies format station will be on the air 6am - 6pm seven-days-per-week.

Sales Manager for **SOVEREIGN** is former **CAROLINE** staffer, **BRUCE PURDEY** and Programme Manager is **CHRIS ELLIOT** who is based with **PAMS** - the station identification jingle and commercial production firm.

**RADIO SOVEREIGN** will broadcast on 1521 kHz AM, 6240 kHz Shortwave and locally on 96.1 MHz FM Stereo.

Earlier test transmissions resulted in good reports for the medium wave signal all along the North West England, N Wales and S W Scotland and throughout Europe on shortwave.

## STRIKE THREAT LIFTED

Dublin private station, **SUNSHINE 101** will not be hit by a strike by members of the journalist's union, the **NUJ**, following agreements reached between the union and station boss **ROBBIE ROBINSON**.

The station was seeking several redundancies, leading the union to threaten action.

**ROBBIE ROBINSON** is currently talking with several large Irish companies with regard to injecting new capital into the station and widening ownership of the operation.

## HITS 954

Limerick City has a new commercial radio station, **HITS 954**, which is broadcasting on 954 kHz AM and 101 MHz FM.

Amongst the air personalities at the station are former **RADIO CAROLINE** DJ **DAVID SHEARER** and **VOICE OF PEACE** presenters **STUART CLARK** and **MARK WARNER**.

## THE COSTS OF GETTING ON- THE-AIR

In the last part of this feature, I took you through the, perhaps, surprisingly low cost of available broadcast transmission equipment and antenna systems which could be used for future radio services after deregulation.

This time, I shall look briefly at studio equipment. I don't want to deal with any particular brand-names, but with the issue in quite general terms.

First of all, you need to look at your financial abilities. If you have massive funding, you may decide to purchase brand-new studio equipment and pay for it up-front. Or, and this is perhaps more likely, you will lease-purchase the equipment from one of the major suppliers and installation companies, such as MBI BROADCAST SYSTEMS of 69, Ship Street, Brighton.

At the time scores of groups were filing applications with the Home Office for the 21 experimental licences in 1985, MBI were offering a complete package, from transmitter through to the complete studio installation for around £25,000. Compare that to the cost of a studio in ILR...

On the other hand, you might like to look at taking a bit of a risk and buying second-hand equipment. The risk is simply in reliability. Generally, if you get hold of a cartridge machine which has been used by an ILR station for 10 years, you need to know that spares are available and that the item has been checked carefully by technicians before you part with your cash.

It would be most unwise to purchase anything but established broadcast standard turntables, by the way, as domestic hi-fi jobs will not take the wear and tear imposed by continuous use by heavy-handed deejays.

One item which we are hoping to be able to assist launch within months will be a new broadcast-quality mixing desk which a NOW RADIO

associate engineer has designed and which would be ideal for the operators of tomorrow's local radio services - based on the best North American designs, the project co-ordinator and senior engineer believes it will be on the market for under a thousand pounds...quite unbelievable when you consider the normal costs!

You'll find reliable providers of equipment listed in NOW RADIO'S SERVICE GUIDE on the back page. Check around. G. C.

## BROMLEY RADIO MEET

Final comments for its suggestions for inclusion in a submission to the Home Office in reponse to the Green Paper were completed at a recent meeting of the BROMLEY COMMUNITY RADIO PROJECT.

TONY BAILEY, Chairman of the group, told NOW RADIO that his group were calling on the Home Office to end simulcasting immediately. The group suggests that BBC local Radio stations give up their medium wave channels and IR stations their VHF/FM channels. "This would allow Community Radio stations to get on the air now, without having to wait for further frequency allocations in a lot of towns around the country," said Bailey.

The Bromley group also question whether it might be possible to have a number of temporary licences issued to community operators who want to assess the degree of public support in an area, with an option to extend the service radius from an initial 3km up to 10km if there is evidence of audience demand, when more frequencies become available.

TONY BAILEY said, "At least this would give the new Radio Authority a realistic means of deciding how best to distribute available channels, because some sort of track record would then be available from those people already on the air.

He concluded, "The authority could allow fledgling operators time to develop as they gain support, while serving notice on the lame ducks that their facilities will be pared down to a minimum."

## OFFSHORE DIARY

Talk of FM test transmissions from the ROSS REVENGE have some basis, though it seems that the immediate priority of the station's Chief Engineer, CHICAGO, is to complete work on increasing power on 558kHz from the present 4kw to around 10kw output. The cost of improving the signal has been met by LOTTO 6/49 of Canada...

CHICAGO also wants to look at improving the signal on 963 kHz at the same time - especially with RADIO FINLAND about to operate its International Service for Europe on that same channel...

The FM tests, thought of as long back as the summer of 1984, would be to see whether a viable signal could be offered to the audience for CAROLINE in the London area. Thinking at the moment is to try a low-powered transmitter into an antenna at the top of the existing 300-foot high mast aboard the Radio Ship.....

The VIEWPOINT 963 service, carrying Religious programming, mainly from the USA, is now running through until 11pm on Sunday evenings. A spokesman for the USA airtime sales organisation who book time for clients on the service claimed that more programmes for VIEWPOINT 963 should be running shortly. A senior executive of that organisation will be in Europe this summer....

Three people are aboard the MV COMMUNICATOR at the moment awaiting further developments following the intervention of new US backers for the Radio Ship which hit financial troubles some weeks back....

What appears to be nothing much short of an International Gathering of owners, representatives and other prime persons involved in the relaunch of the Radio Ship COMMUNICATOR are meeting 'somewhere in Europe' later this week...

That former Mouth of Laser, ROB DAY, now reported to be out of the Sandwiches for Office Workers business and involved in Advertising. Same old Story...

RADIO MONIQUE boss FRED BOLLAND seems more involved in the future of the COMMUNICATOR than ever at the moment. Although he claims that MONIQUE will carry on broadcasting from the ROSS REVENGE, many observers feel that the temptation to 'jump ship' once things are working well on the former LASER ship is just too much. At the moment CAROLINE is very much thankful of MONIQUE for contributing so much to their operation, particularly in the fuel oil, water and provisions areas of things.....

Should you have heard a couple of new DJs on CAROLINE 558 recently. Who went as fast as they came, I can reveal they were not fired. That doesn't happen at CAROLINE. They left of their own accord. Some people can back it...some can't! They didn't....! Although UK Officials claim that SEALAND will come under British jurisdiction when Territorial Waters are finally extended by an Order In Council, you can bet your bottom dollar that SEALAND does not agree. Expect Action!....

The short-lived MAGDA MARIA, base for RADIO PARADIS, and in a Dutch Port, is up for sale. Complete with transmitters, studios, and all the goodies which go to make quite a suitable, if public, hi fi system!.... Remember RADIO 390? We do, and we've come across a whole bundle of goodies from that most successful of stations from the nineteen sixties which we will be bringing to you in coming issues. Much will be available for the first time - including a most interesting survey - and an Advertisign rate Card which sheds light on one of the mysteries of that sweet music station....

PAMS USA are in the process of putting together a new jingle package for RADIO CAROLINE. It'll be the stations first package for years - and actually the first package made by a fully-fledged Ident Production company. CAROLINE are buying PAMS' 'First Fire!' package....

TOM ANDERSON, now back from a visit to Australia, should shortly decide whether OVERDRIVE will or will not return...KEVIN TURNER should be back on 558 in a few days....that's it!

## LBC/IRN APPOINTMENT & SCHEDULE PLANNING

LBC/IRN has appointed MIKE PORTER as its new Sports Editor.

Following agreements between station management and unions, the new programme schedules for LBC are currently being formulated.

Those staff who are to leave the station as a result of the re-organisation have either done so now or depart the unit this week.

## WELSH PROFIT

Independent station, SVANSBA SOUND has recorded a pre-taxation profit of just over £60,000 in the half-year until the end of March. In the corresponding period last year the station made a loss of nearly £3,000. Turnover was up 21% at £448,000.

## CASTLE RADIO BROADCAST REPORT

The Colchester Community Radio Applicant Group, CASTLE RADIO, took to their air with a Home Office Special Event Licence, on June 12/13/14, to serve people attending the Colchester Arts Festival.

However, a second broadcast planned for this last weekend was scrapped due to poor organisation on the part of those responsible for the Arts Festival and this resulting in a lack of available finances to support the second series of broadcasts.

CASTLE RADIO is now looking into a further broadcast with a Special Event Licence later in the summer.

DES SHEPHERD, for CASTLE RADIO, told NOW RADIO, "The transmission was very successful and proved we are very capable of putting together for the people of this city. Everybody worked together as a team and it was a very effective demonstration of what such team work can provide."

The station broadcast with only 10 milliwatts output on 1575 kHz officially to the available audience at the Arts Festival, though the signal was receivable 2/3 miles away from the site.

A full report from DES SHEPHERD will appear in a future NOW RADIO.

## BBC APPOINTMENTS

Several appointments have been made by the BBC's Director General, MICHAEL CHECKLAWD.

DAVID HATCH is made Managing Director (Network Radio), GERALD STANLEY JONES is Managing Director (Regional Broadcasting) and MICHAEL GRADE becomes Managing Director (Network TV) on the retirement of BILL COTTON when he retires next April.

## CLYOE FIGURES

Glasgow indie RADIO CLYDE improved its advertising revenue by 10 per cent in the first half of the current financial year. Turnover was £2,730,000.

The station filed pre-tax figures of £443,000 - up 40% on the same period last year.

The Chairman of the company credited the reduction in IBA rental for much of the improvement.

## ANSWER SHOW TO GO

The weekly response to issues arising from 'ANY QUESTIONS' is to be scrapped by RADIO FOUR later this year.

'ANY ANSWERS' will run for a while when 'ANY QUESTIONS' returns from its summer break, but the station plans to drop it after a few issues. There will be a new Chairman for 'ANY QUESTIONS' with the final departure of JOHN TIMPSON. It will be JONATHAN DUNBLEBY.

## GET THE MESSAGE!

United States' Radio stations spent a massive \$41,000,000 on outdoor Billboard advertising in 1986.

The trend has also changed, with short campaigns being replaced by year-round advertising.

## NEWS

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OF YOUR NEWS BY  
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**INDEPENDENT RADIO NEWS** is looking for additional top-class **REPORTERS** for its News and Sports Departments. Several years previous experience in daily broadcasting, a current driver's licence and being prepared to travel overseas at a moments notice are amongst the main qualifications for these posts. You might also find previous knowledge of computers a help as **IRN** is about to open up its modern computerised newsroom. Write, with some examples of recent broadcasting work, to **JOHN PERKINS**, Editor, **INDEPENDENT RADIO NEWS**, PO Box 261, London, EC4P 4LP.....

Expanding **RED ROSE RADIO** has an opening for an experienced **RADIO NEWS JOURNALIST** to work in its Preston newsroom. Applications with your full c.v. to **FRAZER SHEPPARD**, News Editor, **RED ROSE RADIO**, PO Box 301, Preston, Lancs, PR1 1YE.....

**BBACON RADIO** will start up programming for an expanded area in July and as a result requires to hire a **BREAKFAST NEWS PRESENTER** and a Senior **JOURNALIST**. Contact **TONY ATTWATER**, Head of News, **BBACON RADIO**, PO Box 303, Wolverhampton, WV6 0DQ....

**BBC ESSEX** has a vacancy for a **REPORTER**. The salary range is £8,954 - £11,110 plus annual allowance of £597. Experienced applicants only. Based Chelmsford. Ref: 3795.....

**BBC ESSEX** is looking for a new **DRIVETIME PRESENTER**. The right person for this two hour long weekday programme will have a good track record, an ability to deal with a combination of speech and music, an interest in news and current affairs and an interest and knowledge of the county of Essex. The station is offering a 12-month contract worth around £10,000. You would start late August. Aircheck cassette and c.v. should be mailed as soon as possible to **RICHARD LUCAS**, Station Manager, **BBC ESSEX**, New London Road, Chelmsford, Essex, CM2 9AB.....

**RADIO TEES** has a need for a **COPIWRITER** to join its team. Experience in this creative field is a must. A demo cassette of your past work and a c.v. should be mailed to **MARK GREGORY**, Com Prod Manager, **RADIO TEES**, Dovecot Street, Stockton-on-Tees, TS18 1HB.....

There is an immediate vacancy for an experienced **AM/FM TRANSMITTER ENGINEER** for a commercial radio station in the middle east. Good salary and conditions offered to the right person. Previous experience in pro-radio is not particularly important if you can show a good knowledge of working with transmission equipment and studios. Please contact **NOV RADIO COMMUNICATIONS**, PO Box 45, Kettering, Northants, NN16 0NW or Telephone (0536) 51 44 37 for further details.....

**A selection of current radio vacancies around the country (and beyond!). Entries in this section are free of charge to subscribing stations. Details should be sent in writing or by telex.**

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## AIRCHECKS

**SOLID GOLD RADIO SOVEREIGN (1983)!!** 60-minutes on cassette featuring some of the slickest programming, together with station IDs, jingles, commercials, PSA's from this unique station. A must for all collectors. Send only £1.50 (includes postage and packing) to: NOW RADIO, PO Box 45, Kettering, Northants, NN16 0NW.

**JAY JACKSON on RADIO AIRE.** (Leeds ILR). Recent aircheck recording on cassette. Duration 60-minutes. Cost just £1.50 inclusive postage and packing. Order from NOW RADIO, PO Box 45, Kettering, Northants, NN16 0NW.

**RADIO CAROLINE.** 21st Birthday Celebration Programming. Easter and the DJs (Past and Present) All Time Top 200! Featuring DJs SIMON BARRATT and JAY JACKSON. 60-minutes on cassette. Price (inc P&P) £1.50. From NOW RADIO, PO Box 45, Kettering, Northants, NN16 0NW.

**LASER RADIO!** Relive the very first test broadcasts on 729kHz (who chose that one!), and the big name big voices of DJs JESSIE BRANDON, RICK HARRIS and DAVID LEE STONE. 90-minutes on cassette. Airchecked. Priced at only £2.00 - another great collectors item. Order from NOW RADIO, PO Box 45, Kettering, Northants, NN16 0NW.

## STATION IDENTIS

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PAMS PAMS 4, Hansol Road, Bexleyheath,  
Kent, DA6 8JG. Phone (01) 304 8088 PAMS

## EQUIPMENT

**SOUND BROADCASTING SERVICES.** Qualified and Expert Service. Transmitter & Studio Sales, Installation and Service. Free Brochure: SBS, 42, Grenville Rd, London, N19 4EN.

**HBI BROADCAST SYSTEMS.** 69, Ship Street, Brighton, BN1 1AE. Tele: (0273) 24928. Complete design and installation service. Own Radio Mixing Desks.

**FM 5-WATT TRANSMITTERS.** Ideal Community Radio Use. Export, £99 each. *See separate advertisement this issue.*

## ARCHIVE RECORDINGS

**TOVER OF POWER** offer a wide and interesting selection of previously unavailable recordings of music radio in the 60's, 70's and 80's. For latest list, please send 2 x 18p stamps and your name and address to TOVER OF POWER TAPES, 5 Latham Street, Brigstock, Northants, NN16 3HO.

## NEW ENTRANTS

**THE ASSOCIATION FOR BROADCASTING DEVELOPMENT.** Free Details. ABD, 79, Caling Croft, New Ash Green, Dartford, Kent, DA3 8PY.

## EQUIPMENT

**PHEONIX COMMUNICATIONS.** Transmitters, Studio Equipment, Processing Units, Links, etc. (01) 500 0890 for full details. Export Specialists.

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