

# Now Radio

**THE Magazine for  
Today's Radio  
Industry**

**January 19, 1988**

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THE Magazine for  
Today's Radio Industry  
**NOW RADIO**

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# EDITORIAL COMMENT

Issue number 44

January 19, 1988

Welcome to the 44th issue of NOW RADIO! This time we've put together yet another bumper issue - some 36 pages full of the latest radio industry news plus features and information.

We have also extended our OPENINGS section to include both more Vacancies and, for the first time, free listings from pro's looking for new positions.

All your regular items are here too! STEVE MERIKE, NORMAN McLEOD, ROSE'S RAMBLINGS, ROB CHAPMAN, GRAHAM KENNEDY and LOOSE ENDS...

I'd like to take this opportunity to remind you about NOW RADIO REPORTS - now in the same format as this magazine - it's published in the week between this title and is designed to keep you fully in the picture with news, information and features. As things are now moving so fast in our industry it really does make sense to subscribe to both titles...which will only cost you 75p per week !!!

Of course, we've made things easier for you now to subscribe. Just pick up the phone and call us and use your ACCESS or VISA card. Call (0536) 514437 during office hours.

HOWARD G L ROSE

EDITOR



## NEW RADIO AUTHORITY TO BE ESTABLISHED

### IBA TO QUIT RADIO

The Governments Radio Bill, which will be presented to Parliament later this year, will call for the establishment of a new RADIO AUTHORITY to oversee all non-BBC Radio.

The IBA, which took on the role of establishing ILR from the first station in October 1973, will continue to regulate ITV franchise holders and its Satellite TV interests.

The decision by Home Secretary DOUGLAS HURD was one of three possible for the Government. In its Green Paper, RADIO: CHOICES AND OPPORTUNITIES, a new "Light touch" system of regulation was promoted.

The Home Secretary suggested leaving non-BBC Radio with the IBA, moving it to the CABLE AUTHORITY (which it said was already used to a 'light touch' regime) or the setting-up of a new RADIO AUTHORITY.

The RADIO AUTHORITY will be responsible for the licensing and regulation of several hundred new local stations - commercial, community, neighbourhood and community-of-interest. It will also push ahead with the development of national commercial radio stations. Observers believe that the IBA has been far too heavy handed with rules and regulations.

The IBA recently won HOME OFFICE approval to proceed with the advertising of another batch of ILR franchises and has already invited applications for CAMBRIDGE and for EASTBOURNE. This surprised many in the industry as it was almost certain that the IBA was to lose its role in radio.

Forward-funding of £110,000 to £130,000 for CAMBRIDGE and £85,000 to £100,000 for EASTBOURNE was

called for from applicants, plus annual rentals of £16,000 for CAMBRIDGE and £21,000 for EASTBOURNE and its relay at HASTINGS.

"Why did the HOME OFFICE allow the IBA to progress with these stations when it knew it was not going to be running radio for much longer. Even if the HOME OFFICE had not made its mind up about which authority was to regulate radio, it should have told the IBA to hold fire until a decision was made. Now I can't see any company taking on this kind of operation, at such high costs and with contracts which expire as early as December 1994, when a new 'light touch' regulation is around the corner" said one senior radio industry figure.

Under the new RADIO AUTHORITY stations will own and operate their own transmitters and the cost of installation and operation will in many cases be less than that asked for by the IBA at present. Even with their recent reductions in rentals the IBA is charging most stations much more than they would pay out if they were owners of the equipment themselves.

One lone example of a station which does profit from running under the IBA franchise system is MORAY FIRTH RADIO. It covers a 160-mile stretch of territory in North East Scotland and pays only a small rental to the IBA. It is heavily subsidised by other profitable stations. The effect of owning its own transmitters and paying for the sites itself may mean that the station will have to look at covering a smaller area than at present.

Before further progress is made the Government has to pass the new Radio Bill through its various stages in Parliament. It will be given a first reading (probably) in November. New Entrant services are pushing the HOME OFFICE to move fast on the legislation.

## LOCAL RADIO STATIONS GIVEN GO-AHEAD FOR SPLIT FREQUENCY OPS

As reported exclusively in NOW RADIO (Magazine) issue 42 (December 15) The Government has given the BBC and IBA the green light for local radio stations to operate split-frequency services without restriction.

An experiment involving a small number of BBC and ILR stations in 1985 allowed stations to carry separate programming for up to 10 hours per week.

The HOME OFFICE says that these experiments have been successful and will now extend the possibility of operating split-frequency transmissions to all stations. They will then need to receive approval from either the IBA or BBC before progressing.

Split-frequency services were originally designed to offer on one frequency programming of ethnic, specialist or community interest whilst the normal mainstream output was continued on the stations other frequency.

Current plans by mainly commercial broadcasters include a new contemporary rock station by RED ROSE RADIO which will be identified as (Blackpool) ROCK FM.

CAPITAL RADIO in London already operates CFM each Sunday aimed at the so-called 'yuppie' listenership with AOR music and talk.

Other stations, including BRMB, RADIO CLYDE and RADIO FORTH are already planning new FM services.

The Home Secretary DOUGLAS HURD believes that allowing the development of split-frequency services is in keeping with Government thinking as outlined in last February's Green Paper; RADIO: CHOICES & OPPORTUNITIES which stated that simulcasting (the transmission of the same programme

from one station on both medium wave and VHF/FM) was wasteful of resources and should be ended.

BRIAN WEST of the ASSOCIATION OF INDEPENDENT RADIO CONTRACTORS told NOW RADIO that whilst he welcomed the decision there were a number of unanswered questions. One was: would the ILR stations keep both (or in some cases a number) of frequencies following introduction of the proposed Radio Bill?

The Government appears to have said in the Green Paper, "Use it, or Lose It!" and this has spurred several stations on to plan split-frequency services as a means to retain both AM and FM channels. Those who do not operate two services will have to face the fact that they may end up with one frequency only. The same as all new entrant stations.

Commercial stations with plans for split frequency services have to give the IBA at least 21 days notice of their intention. They also have to submit their programme schedules for IBA approval. The IBA has issued all ILR stations with a set of notes for guidance on the matter.

London's CAPITAL RADIO wants to run CFM seven days per week - extending from the present Sunday-only service, RADIO CLYDE says it can have CLYDE-FM off and running around the clock from April, FORTH wants to put a new FM service on air, RED ROSE is putting ROCK-FM on from studios in Blackpool, and others such as BRMB (Birmingham), RADIO CITY (Liverpool) and PICCADILLY RADIO (Manchester) also have outlined plans for new services.

Stations see introducing new programme formats to FM as a way of attracting a new audience and additional advertising.

The IBA has warned stations that some AM-only listeners may feel 'cheated' at not being able to hear the new FM stations on their receivers.

## BBC GOVERNORS SAVE METROPOLITAN STATIONS

### MASSIVE REORGANISATION FOR BIG THREE

#### LONDON BOSS QUILTS

The BBC's Board of Governors have approved plans assuring a future for the Corporations three major metropolitan radio stations; BBC RADIO LONDON, BBC RADIO MANCHESTER and BBC RADIO WM (West Midlands), for a further 3 years after what it described as "a thorough review of the role and effectiveness of the stations."

RADIO MANCHESTER will form the hub of a programme-sharing operation for local radio stations in the North West. It will also form the base of a new and improved news service for the region. The BBC plans further intergration of radio and television in the region.

RADIO WM's Editorial area is to be re-defined to provide a service local to Birmingham and the Black Country. "The key to this will be the development of the news service," said a spokesperson for the BBC.

RADIO WM will become the centre for programme sharing operation to serve (at off-peak hours) RADIO SHROPSHIRE and new stations being established in Warwickshire and Hereford/Worcester.

For RADIO LONDON, the largest station, the BBC aims to provide a range of services not available elsewhere.

The RADIO LONDON service will be reshaped to provide four distinct kinds of output.

It will continue to enhance its news and information output for all listeners in its present service area.

It will run a special morning and afternoon drive Opt-out service for

those both North and South of the Thames. This will provide an opportunity for closer co-operation with neighbouring stations; to the North BBC RADIO BEDFORDSHIRE; to the south BBC RADIO KENT and in the future SURREY/BERKSHIRE.

RADIO LONDON will also develop a special Inner-City service to provide programming both for the station itself and a resource for other stations and the network.

Finally, RADIO LONDON will continue to provide the ethnic programming, a feature of its output for many years. This will be further intergrated into the mainstream output of the station.

GERAINT STANLEY JONES, Director of Regional Broadcasting said, "We have for some time been concerned about the impact of these stations and I believe that these new plans offer a chance to provide much more relevant programmes in areas which demand special solutions."

The BBC will carefully monitor the new services over the next three years and then again review their position at the end of the period.

The warning seen at management level appears to be that if audience figures do not improve from what they are in current research the Governors may, in 3 years time, decide to scrap them.

Details of each stations operations will be worked out over the next few months.

However, RADIO LONDON already say it will offer up to 3 hours per day produced by its new Inner City Service Unit. The Unit will not only be dealing with typical Inner-City social problems, but also reflect the vigorous and exciting life in the centre of the capital.

The morning and afternoon drive time opt-outs (north and south) will allow for greater travel coverage for these areas run in association with other BBC local stations

RADIO LONDON has also been

instructed to revise its music policy. At the moment the station is riding the crest of a wave, with soul music and a massive 58% of its audience being between the age of 16 - 34.

Now the station is being told to pay more attention to the needs of the older section of the community, which the Governors remind the station is increasing all the time. However, the future of the TONY BLACKBURN show, is secured and internally staff believe that the station will continue to use the soul music base for its prime time programmes.

TONY BLACKBURN had been threatening to launch his own super pirate soul station if the BBC bosses had decided to close down the station.

The TONY BLACKBURN soul show at some points in the week has a bigger audience than RADIO 1, though still not as many as commercial stations LBC RADIO and CAPITAL.

On Friday, less than 24-hours after the announcement, RADIO LONDON station manager, DEREK AMOORE, announced that he would be taking "Early Retirement".

The BBC Governors report suggested that there will be some restructuring of staffing and further management reshuffles are to take place.

#### AUSSIE GROUP TO QUIT UK RADIO BIZ

PAUL RAMSAY BROADCASTING is pulling out of UK commercial radio. The company believes that the forthcoming Radio Bill will impose a 25% foreign investment rule on radio companies and his would not allow it to have management control of stations - a prime objective of the company.

For sale will be shares totalling 45% of the national sales house BROADCAST MARKETING SERVICES as

well as stakes in commercial stations CAPITAL RADIO (23.6% - worth around £6 millions), 27.5% of METRO RADIO, MORAY FIRTH RADIO (21.5%), 27.7% of ESSEX RADIO and 3% of RADIO BROADLAND. It also has shares in seven other stations.

The value of PAUL RAMSAY BROADCASTING's UK radio interests is reported to be worth around £12 million.

The PRB portfolio may be sold as a complete package less its shares in ESSEX and BROADLAND.

TERRY BATE, boss of BMS, may also try to buy the 45% stake the Australians have in his operation. There are indications that RED ROSE RADIO could be attempting to raise the cash needed for a takeover.

Other interested parties could include London's CAPITAL RADIO, The VIRGIN Group, OWEN OYSTON and BRENT WALKER, the leisure group which already has shares in ESSEX RADIO.

#### SELF-OP FOR CAPITAL

CAPITAL RADIO is attempting to rid itself of a union stranglehold over manning in its studios.

The station wants daytime programme presenters to 'self-op' shows with the exception of the am drive show.

Management at the station have told the union ACTT that technical operators would be redeployed and no job losses would result.

#### PETERBOROUGH PROFITS

A loss of £70,000 to the year ending September 1986 was switched to a profit of £100,000 in the year ending September 30, 1987 by HEREVERAD RADIO.

Increased advertising revenue is claimed by the company as a main contributor to the healthier position of the company.

## BOATMAN IS RELEASED FROM PRISON

Essex boatman HOWARD BEER was released from prison last week by The COURT OF APPEAL.

The Court decided that HOWARD BEERS' nine-month jail sentence was too heavy.

He was found guilty last year of supplying the radio ship ROSS REVENGE, base for RADIO CAROLINE, in contravention of the Marine Offences Act 1967.

## SUNSHINE APPLIES FOR LICENCE

Ludlow-based SUNSHINE RADIO has applied to the HOME OFFICE for a Community Radio licence.

A letter was sent to the Broadcasting Department of the HOME OFFICE on January 7th stating that SUNSHINE intends to carry out its own experiment in the Ludlow area shortly and it will conduct a series of propagation and aerial tests - results of which it plans to furnish the HOME OFFICE with "so that they may hopefully be of some use to other stations in the determination of their systems."

SUNSHINE, in its application, says that their test transmissions will have audio content, pre-recorded material with possible addition of commercial advertising which it says would be taken "purely as a means to finance the tests". The tests will be broadcast on 1017kHz AM a frequency which SUNSHINE claims was allocated to Shropshire, but not presently used by broadcasting authorities. SUNSHINE will operate with a maximum e.m.r.p. of 100 Watts from a transmitter meeting the specifications laid out by the HOME OFFICE for use in the abandoned 1985 community radio experiment.

MURIEL SUMMERS, Group Organiser and Co-ordinator for SUNSHINE

RADIO, says that the organisation will formally make an application for a proper licence "as soon as the opportunity manifests itself."

SUNSHINE claims that existing services, both BBC and ILR, do not serve its area which in its application it describes as a "back-water" but in which in the past six years, on and off, it has proved to be a valuable asset both with listeners and in the provision of employment for local people.

## PPI STARTS TALKS WITH RADIO TARA

PPI (Phonographic Performance Ireland) has started negotiations with RADIO TARA.

RADIO TARA is set to start longwave broadcasting to Ireland, Britain and Western Europe later this year.

It is a joint-venture between RADIO LUXEMBOURG and RTE.

## CASHMAN JOB

DAVE CASH, currently a presenter with INVICTA RADIO in Kent, has been signed as Music Programming Consultant for MTV in Europe. He continues his air shifts at the commercial radio station.

## SIBC CABLE LICENCE APPLICATION

Lerwick-based SIBC has made a formal application to the CABLE AUTHORITY to operate a mini-cable distribution system in the town which would provide subscribers with BBC 1, BBC 2, ITV and CHANNEL 4 TV, Satellite Radio and television plus programmes of the yet unlicensed SIBC 'FM 96' radio operation.

SIBC is broadcasting 24-hours per day, 50% live and 50% automated, from studios in Lerwick and is attracting an audience equal to a massive 90% weekly reach.



## IRISH RADIO BILL LAW BY LATE SUMMER?

The Irish Radio Bill has reached its second stage, and the next stage is due in February.

According to Dublin sources 5 or 6 people have plans to speak in the Dail on the Bill at that time. The Radio Bill will go to a Committee stage in May and, according to SALLY REYNOLDS, Chairperson of the NATIONAL ASSOCIATION OF COMMUNITY BROADCASTING, might become law by late summer or early autumn.

The WACB is now hoping to restart negotiations on behalf of its members with PRS. They have been talking with MCPS and PPI.

## UK BROADCASTING MINISTER IN PARIS & ROME

TIM RENTON MP, Home Office Minister of State responsible for broadcasting policy, visited Paris and Rome recently on a four-day fact-finding mission. He met senior politicians, officials and broadcasters to hear first hand their views on the future of broadcasting.

Before his departure TIM RENTON said: "Following my successful fact-finding visit to the USA and Canada in October last year, I am now going to France and Italy to see what lessons there may be for the UK as we prepare for major broadcasting legislation.

"In the UK we want to see more competition, variety and innovation and a wider range of choice for consumers, while preserving the high standards which we have traditionally enjoyed in British broadcasting.

"As part of this process we want to be able to take account of the latest experience that other countries have had in the development of their broadcasting

arrangements. That is why I shall be hearing at first hand in Paris and Rome about recent changes in French and Italian broadcasting, and their plans for the future."

MR RENTON covered radio, cable and satellite as well as television services. He also discussed technological developments and the prospect for additional services. He was in Paris on January 5 - 6 and Rome on January 7 and 8th.

## GOOD NEIGHBOURS

From Monday January 18, BBC RADIO 2, with help from Local Radio stations and RADO WALES, RADIO ULSTER and RADIO SCOTLAND, is running a 10-week long campaign to identify and celebrate the work of a selection of individual people who can be described as RADIO 2 GOOD NEIGHBOURS.

Listeners are being invited to nominate anyone they feel is helping their community by giving their time and skills without asking for anything in return. Throughout February and March these GOOD NEIGHBOURS will be featured throughout RADIO 2's prime time programmes. The campaign culminates on Sunday March 20 when an overall "winner" will be chosen from around 40 finalists at a celebration lunch in the company of RADIO 2 presenters and stars from the world of entertainment.

## PROMOTIONS AT INVICTA RADIO

NIGEL REEVE has been appointed Deputy Managing Director at INVICTA RADIO (Kent ILR).

Joining from FARMING PRESS, PIPPA SLATTERY becomes the stations Marketing & promotions Manager.

HUGH DAVIS is that stations new Sales Marketing Manager.

Finally LYNDSEY NDSEY HALL and DEBBIE BIRD have joined INVICTA as Sales Executives.

## MARCHER IN JOINT CARD PROMO WITH THEATRE

MARCHER SOUND (ILR Wrexham) has launched the MARCHER PREMIUM THEATRE CARD in conjunction with the GATEWAY THEATRE in Wrexham.

The card offers a full years inexpensive theatre going to that establishment and other arts events in the stations area.

Special workshops and Meet The Company nights are also being arranged for card holders.

The ILR station has received the backing of the ARTS COUNCIL of GREAT BRITAIN for the project.

## PAMS PUSH BUDGET IDENTS FOR THIRD- FORCE STATIONS

PAMS Productions are pushing the fact that SIBC (FM 96) in the Shetlands purchased their 18-second station identification jingle from them.

The jingle originated from the PAMS/CENTURY 21 group and features the famous DALLAS singers.

PAMS point out that their packages are of particular interest to third force stations as they are so inexpensive. £185 brings a station a main ident jingle and free alternates.

A complete 15 cut custom package in formats ranging from CHR to Country can cost as little as £2,000.

## RADIO 3 AIMS FOR WIDER AUDIENCE

From January 18, BBC RADIO 3 introduced brand-new programming ideas in an attempt to rid the service of its stuffy image and one which attracts a million listeners a week.

JOHN DRUMMOND, Controller of RADIO 3, claims that standards will be maintained whilst giving the

service an audience beyond the traditional A and B social class male in his fifties.

Younger audiences will be targeted by a RADIO 3 which he wants to make more accessible.

RADIO 3 is to drop some news bulletins, shorten some programmes, cut some others and introduce a series of new programmes and features.

More familiar classics by composers such as Vivaldi, Hadyn, Mozart and Beethoven will be played in morning drive periods.

MAINLY FOR PLEASURE will be cut by 30-minutes and made more 'snappy' and will go out only on Friday evening, instead of four nights per week as at present.

A new programme, without any music, will be THIRD EAR which JOHN DRUMMOND described as "an opportunity for people to talk at length and in depth in a way not currently possible elsewhere in radio".

BBC Orchestras will be showcased in a new Sunday programme and a new programme called COMPOSERS OF THE WEEK (taking over from the long-running) THIS WEEKS COMPOSER) will be transmitted daily at 8.35 am. Traditional music from countries around the world is also being introduced by RADIO 3.

## PANTON IS NEW BOSS AT RADIO SOLENT

41 year old STEVE PANTON is the new Station Manager of BBC RADIO SOLENT. He joined RADIO SOLENT in 1977.

Until the promo STEVE PANTON had been Programme Organiser. Prior to that, over a 10 year stint with the Southampton station, he had been News Editor and during the last 9-months has been Acting Manager.

Former Manager at RADIO SOLENT, TIM NEALE has been made Head of the BBC Radio Training Unit.

## RED ROSE QUIT IRS

Preston/Blackpool ILR RED ROSE RADIO has quit national sales house INDEPENDENT RADIO SALES and switched to rival BROADCAST MARKETING SERVICES.

BMS already sell for RED ROSE-owned RADIO AIRE in Leeds, West Yorkshire. Now BMS boss TERRY BATE is expected to make moves to bring RED ROSE - owned RED DRAGON RADIO in Cardiff under its wing.

BMS will now find itself in a stronger position in the North West. RED ROSE will now be sold in a package which already includes RADIO CITY (Liverpool).

However BMS is prevented from offering national clients a true GRAMADALAND package as PICCADILLY RADIO is sold through SOUND ADVERTISING SERVICES which it helped set up with MBS.

Last year national advertising income through IRS to RED ROSE RADIO increased 78 percent year-on-year to the end of September. IRS say that this is not a failure and cannot be seen as the reason for RED ROSE pulling out from their repping service.

## HORIZON HAS COMMERCIAL RADIO LICENCE IN SPAIN

CHRIS STEWART, the founder of HORIZON RADIO, the London-based unlicensed station which ceased broadcasting in the wake of introduction of the Telecommunications Act 1984 and Government promises of Community & Neighbourhood Radio permits, says the station is returning to the air. However, despite claims it will be back on the air in London, STEWART claims HORIZON has secured a licence in Spain.

HORIZON BROADCASTING CORPORATION as the new company is to be known will be spending £500,000 during the next 12-months on establishing

a commercial station in Merbella. Expansion will then be made to Benidorm, the Canaries, the Balearics, Portugal and France. With CHRIS STEWART on the project are WICK MOSS and TV Producer MUIR SUTHERLAND.

The station then hopes to be able to apply for a commercial radio licence in the United Kingdom in a couple of years time.

## TOM HARDY LEAVES CHILTERN RADIO

TOM HARDY has departed CHILTERN RADIO where he was Head of Music and a regular programme presenter. He is moving directly to Ireland where he will head a new operation, KISS-FM, The HOT 103.

The new station, which will broadcast around the clock to and from County Monaghan, will transmit on AM and FM with a format consisting of Hot Hits and some AOR. "It'll be aimed at the 18 - 35 year old up-market listeners," HARDY told NOW RADIO.

The station is heavy financial backing and TOM HARDY will be masterminding an application for a Countywide radio licence.

Three studios, for on-air and production consist of professional equipment, and test broadcasts, at reduced power, have been received loud and clear as far away as the centre of Belfast.

KISS-FM will be on the air in around three weeks time. HARDY departed CHILTERN on Friday January 8th.

Prior to working at the CHILTERN RADIO network of stations he had worked the VOICE OF PEACE, RADIO CAROLINE and Dublin superstation RADIO NOVA.

**SUBSCRIBE!!!**

*Both NOW RADIO titles via first-class post for only 75p per week...*

## FORMER MP BACK ON AIR

TIM BRENTON, one time newscaster and PANORAMA presenter and now a former Member of Parliament has returned to broadcasting. He is presenting a once-per-month current affairs programme on BBC RADIO KENT.

The first in the series went out last Sunday.

## 210 DJ HAMILTON TO FRONT NEW TV GAME SHOW

RADIO 210 presenter DAVID HAMILTON has signed a contract for a new ITV game show ALL CLUED UP which will take to the air in the Spring. "It's the chance of a lifetime!" said the former RADIO 2 presenter about the new show.

## PARKINSON SLAMS BBC BOSSSES

The departing RADIO 4 DESERT ISLAND DISCS presenter MICHAEL PARKINSON has described the tv programme SEE FOR YOURSELF fronted by MICHAEL CHECKLAND and 'DUKE' HUSSEY as "Pish, tosh and twaddle" and said that the BBC was "a rudderless ship, commanded by a blindfolded captain with a mutinous crew".

PARKINSON was writing in The Daily Mirror.

## NOW RADIO AT THE IBA

Many NOW RADIO Correspondents will be covering this Friday's RADIO ACADEMY conference on Community and other new radio services to be held at the IBA.

They include STEVE MERIKE, PAUL EASTON, ROB CHAPMAN, CHRIS ANDREW, CLIVE GLOVER and NORMAN J McLEOD.

## AIRC MOVING

Though a date has yet to be officially announced, ASSOCIATION OF INDEPENDENT RADIO CONTRACTORS (AIRC) will shortly be moving from Regina House, 259-269 Old Marylebone Road, London, NW1 5RA to the following new address: 46 Westbourne Grove, London, W2 5SH. This will also be the address for the RADIO MARKETING BUREAU.

## BBC LOOK FOR SENIOR STAFF FOR NEW STATIONS

The BBC have advertised a number of new vacancies at stations being established in Warwickshire and Hereford & Worcester.

BBC RADIO WARWICKSHIRE is now looking to recruit a Station Manager and Engineer-in-Charge.

The new BBC Local station for Hereford & Worcester has vacancies to be filled for a Programme Organiser and News Editor.

## THE IDEAL STATION PROMO GIFT

The TARGET TUNER is the first and only crystal locked, fixed-tuned promotional radio.

It's a Walkman style receiver that receives only your station - and can be set for any AM or FM band frequency.

SCOTT SHANNON, Programme Director of New York's Z100, was the first PD to order and test one and now the sets ordered number well over 100,000 units.

Ideal for advertiser tie-ins or a station originated promotion and suitable for any format - music or talk.

In the United Kingdom TARGET TUNERS are marketed through OFF AIR PROMOTIONS, Cheltenham House, The Square, Stow-on-the-Wold, Gloucestershire, GL54 1AB. Telephone (0451) 30741.

## THERE ARE PIRATES AND THERE ARE PIRATES

*a NOW RADIO feature*

The FM band in London is in a mess! So many unlicensed stations are now broadcasting we have not reached a stage where interference is fairly widespread.

Not only is one pirate station interfering with another, or even jumping on a rival station's claimed frequency, but interference to legit services such as gas board, electricity board, police and now LLR and BBC Radio services is now becoming a big headache in the underground radio world.

The interference issue is very serious. The DTI receive a complaint and they are forced to act to deal with the cause. In doing so they may happen to take out more than the prime offender.

The IBA receive a report from an LLR station and they end up thinking (or making the public believe) all 'pirate' stations are causing interference.

We now have a new problem rearing its ugly head in pirate circles. That of deliberate destruction of equipment, removal of transmitters, jamming and several other 'tatty' acts against rival stations.

Pirate stations are also increasingly acting like pirates. No formal registration, no accounts, no insurance. It's become a wild underworld kind of situation - and one which has made some in power rather more than suspicious that pirate radio stations, in perhaps one or two cases, may be used as a front for other kinds of more illegal activities. One allegation made this week to NOW RADIO is that pirate stations, unaccountable to anybody, were in some cases being run by people with "a string of convictions" and even people thought to be tied up in drug

dealing and who have found pirate radio an ideal way of 'cleaning up' their cash.

Fantasy? Perhaps. Perhaps not.

So what can, or must, be done?

Try to arrange some kind of co-operation between all the stations now broadcasting and you'll get nowhere. Either technically; trying to promote some kind of organisation of who uses what channel and where; or in programming.

Programming disagreements in any station don't normally lead anywhere but to a split with staff and the formation of yet another station with very much the same problem.

The image is perhaps the most difficult problem. Programmes like last Friday's LWT offering in which payola and violence were dished out cannot help the stations which are trying to be professional and go by the book.

It could be that some of the present pirates are not really that interested in becoming legit operations. Offer them a licence and they wouldn't want to know. They are the pirates who love being pirates.

Those who suffer from what has been happening of late are the pirates who do not want to be pirates. The people dedicated to professional programming and technical standards. The engineers who want to put a professional transmitter on air, using a clear frequency, offering a high-standard of clean signal, but who are often forced to produce sub-standard goods because the number of raids (and subsequent loss of such equipment) is so high. A vicious circle.

The PD who would love to hire professional jocks and news people, but can't because the man owning the station only wants the kind of people who will work for nothing but the ego-trip of being on a 'pirate' radio station. ;

Of course, there is a mentality which is to be found in many, that this is nothing more than a game; a battle; a fight between 'us' pirate radio people and 'them' - the DTI. It cannot be true. The DTI have a duty in law. That's that. They are not people who hate good radio. You've probably heard people claim that certain officers of the RADIO INVESTIGATION SERVICE have commented to some stations about their programming - and how they actually enjoy what they hear. In NOW RADIO (issue 34) NORMAN McLEOD wrote an article TIDY UP YOUR ACT which was directed at pirate stations and how they, if they had to broadcast, could do it in a far more professional manner. We've carried other articles, too. But some stations just don't want to be professional about radio - and probably - nothing else in life. A quick buck is the name of their game.

Those who do want to be looked on as professionals should not continue to be involved with pirate pirate stations. They should look at grouping together to look at providing a station which would do everything by the book - less having a licence - and see how much better that would fare.

Of course, we will get calls or letters saying that such-and-such a station is already professional and doing it 'by the book' - and we'll welcome such comment - but the image of London's third-force is at the moment in a pretty poor light as far as many are concerned.

Perhaps it would have been better if TONY BLACKBURN had decided to go-ahead and put his Super-Pirate station on the air. Standards, everywhere, would then have risen overnight in order to try and compete with his station.

If TONY BLACKBURN doesn't do it, maybe somebody else will. We must wait and see, or hear, what happens.....

## WHAT'S ALL THIS ABOUT "COMMUNITY" RADIO???

NOW RADIO COMMENT

Whenever the press, radio or tv want to talk or write about the plans for sound broadcasting they tend to call in 'experts' on what our industry will be like after the new Radio Bill has become law. JOCELYN HAY of the VOICE OF THE LISTENER thinks that any change will lead to the loss or total destruction of RADIO 4. This misguided woman tells tales of doom which hopefully only a fool would believe. RADIO 4 will not be lost because of anything happening in the non-BBC radio world.

RAY BEATY of the COMMUNITY RADIO ASSOCIATION is another 'good bet' when looking at the future. He'll tell you that each community will be able to set up a democratic committee of fine people who will run a station by even more committee's and that profit is an ugly word. He'll even hint that setting up a community radio station would be little different from setting up a cricket team for the village green.

What HAY and BEATY do not represent is the interests of the new local commercial radio operators. Lucky, in this case, NOW RADIO does! There are broadcasters throughout the country who are planning some really exciting new stations, with formats new to the UK and professional standards (and wages!) that would make even TERRY VOGAN gasp!!

The RADIO AUTHORITY will not be licensing just COMMUNITY stations - but a whole variety of new LOCAL stations.

There will still be RADIO 4 (thank God!) and there will even be Community Radio. There will also be CHOICE.

NR

## GROUP ADMIT TO PAYOLA ON LONDON PIRATE STATIONS

Top selling group KRUSH have claimed they paid London unlicensed stations £400 for six weeks saturation airplay.

A survey shows that a number of stations are accepting Payola - which is illegal in the United States - including LWR, TIME FM, TKO and Brent's JBC RADIO.

## BUNK!

A radio station established by the Foreign Office to transmit propaganda in the second World War has taken on a new lease of life.

The station, at King Standing, Ashdown Forest in East Sussex is now an emergency bunker for regional government.

The aerials at the site were removed three years ago and since that time it had been unused.

## N M R RETURNS

NMR (News-Music-Radio) returned to the air last week serving London on 89.6 MHz FM.

The station, the brainchild of journalist ROGER ROSS, aims to broadcast daily from 0600 - 1800 with a format of oldies of the past thirty years, with four minutes of news each hour on the hour.

## CAROLINE MAY PULL OUT OF ILR APPLICATION

RADIO CAROLINE (88) - a group of former staff of the offshore station - may not make an application to operate the new Cambridge & Newmarket ILR station. A source in the group told NOW RADIO that as the IBA had no future in radio, the group would now seriously consider holding back until the new RADIO AUTHORITY was

formed and make a new application at that time.

The group's financial advisor also admitted that the IBA was "asking too much Forward Funding" for the franchise. He also said that the length of the franchise was also too short.

"The IBA system would not allow us to provide exactly the kind of programming we would want, either." Other groups may also pull-out of the franchise race.

## MANY ILR STATIONS WITHDRAW SUPPORT FOR NEWSLINK

As many as 19 ILR stations have decided to hold back on their support for NEWSLINK.

NEWSLINK is the package which should give national advertisers network airing of their commercials during prime time news bulletins. It gives stations an extra 30 seconds per hour airtime which can be devoted to commercials over and above the IBA's limit of 9-minutes per hour. NEWSLINK would run, if the plan went without a hitch, four times per day.

The plan, drawn up by LBC/IRN was to reduce IRN fees paid by stations by an initial 50%.

The current IRN fee system is based on a percentage of the station's net advertising revenue.

Only one client, ABBEY NATIONAL, has signed for spots on NEWSLINK.

There are fears now that, with station's unsure of whether they want to be part of the package, and the lack of advertiser-support, the whole system will have to be scrapped.

The package, a few weeks ago, did have network-wide support, and BILL COPPEN-GARDNER, Managing Director of LBC RADIO and INDEPENDENT RADIO NEWS Ltd, is confident that he will be able to bring the stations back into line and win further advertiser support for NEWSLINK.

THERE NOW FOLLOWS  
A PARTY  
POLITICAL  
BROADCAST.....

STEVE MERIKE  
For NOW RADIO

To see young Tracy, who serves in our local newsagent, engrossed in a Radio Times pullout surprised me. What she was reading was the manifesto of the Forth Force in British Politics.

A document of some 22 pages, more glossy than the 1987 Tory publication, and as promising as the Alliance would like to have been. The prize, should we vote with our ears and elect the ladies and gentlemen of the BBC to our hearts and radio sets is the vaticination of a bright future.

But whatever the inside says in hallowed tones, most will be convinced of the plurality of third floor decision making by the twin pillars popularism and pragmatism smiling at us from the cover of BBC Review 87.

The popularism is conveyed by Chairman Hussey in a page two rundown of high office endeavour. Reported are 160 awards, success with Eastenders, better relations between the Boards of Governors and Management, congrats for Messers Michael and John. But only a hint of the real battles both bloody and necessary which have endeared the top team to only a minority of staff.

In fairness Marmaduke Husseys appointment, like John Birts, had the poison cup of internal politics brimming over with predictions of much firings even before they took office. In the event the great flood of change took with it the dead wood and those unchallenging souls who saw perestroika as a new set of golf clubs.

The Pragmatism comes very firmly

from the executive calculator of Michael Checkland and the much needed John Birt. The BBC made its name in News.

Over the last few years, with the exception of the World Service, both name and output had become blunted. Some of this was due to the introduction of more news output like IRN and CNN so consumers had a choice. But much of the bluntness went as a result of the need to grasp the nettle of new needs. Unlike many, in and out of the BBC, I applaud the appointment of both Checkland and Birt. When the emotion of the moment has gone and the realization of competition strikes home the BBC will need strong management.

Sometimes it takes a different view of the world to put it into perspective. Checklands commitment to a slimmer, efficient BBC plus the confidence of 'setting aside £24 million for independent TV production' will set a new path for both Corporation and the new services on the way. John Birts record at LWT and in depth News analysis made him the right person to shake the body news by the leg. Edward Pearce in the Sunday Times may consider Birt 'as the BBC's answer to Stalin' but surely only to those who cannot, or do not, want a competition BBC.

What this Review seems to suggest is that the new appointments have been made to cure Aunties old age whilst bringing her niece in to re-decorate. Radio Four will benefit immediately. Both the 'World at One' and 'The World Tonight' have become tighter and brighter. They have an authority hard to beat. Radio Three's new controller John Drummond is currently pulling back the curtains to let in the light of youth. His ideas and diplomacy will push listenership above 5%.

*Perhaps now is the time for David Hatch to look closer at his other two charges.*



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## GETTING PEOPLE STARTED

FEATURE BY NORMAN McLEOD

Recently I have been working on a plan to set up some sort of training scheme would-be engineers working in community and other small scale radio.

It strikes me that there are hundreds, possibly thousands, of people who would like to know more about radio and broadcast engineering than they do at the moment. Every one of the new stations we are expecting, will need at least one, and preferably several, technically competent people to keep the show on the road.

And any pirate will tell you that the engineer is the person who still gets paid even if no-one else does that week. That's because without the engineer to build, set up, and repair equipment, they're well and truly sunk and they know it. So he must be kept sweet at all costs.

Unless, aspiring engineers find themselves employed by the BBC and IBA - and for every one who gets trained by these institutions there are countless others falling by the wayside - learning about technicalities can be a slow, hit-and-miss affair.

Quite a few colleges offer various training schemes for radio journalism, or for programme production generally. They're still not ten-a-penny up and down the country but if you really want to get into programme production you should be able to find some college that will take you on.

But try to find someone who will train you in nut-and-bolt engineering - and you'll look long and hard.

So into this vacuum I am going to try and devise a Course for would-be broadcast engineers to subscribe to. To further my prospective on the problems of training people in community radio, I attended briefly a meeting of the RELAY Media Training Group recently.

RELAY, some of you may know, was the heavily subsidised 'Community Radio' magazine produced in London by a number of leftward-inclined enthusiasts for the cause. I say 'was', because about now the last issue is about to appear. (It should have a article by me in it, by the way, should you chance upon a copy...)

Funding from the GLC and its successor having run out, our crusading collective has decided to cease publication.

To be brutally frank (am I ever anything else?) RELAY was never a very exciting read. Lefties have this irritating habit of shoving their preconceptions down your throat even in what are supposed to be straight news items, and there's only so much grinding on about American Imperialism in Nicaragua you can take without feeling compelled to look elsewhere for something less earnest and boring.

RELAY probably contributed more than it realised to the Government's negative attitude to community radio with its loony left leanings and its GLC-sponsored origins.

That aside, it has tried some worthwhile projects, including some training tapes and written packages, bits of the latter cribbed (without permission) from WIRELESS WORKSHOP studio manuals which we wrote a few years ago. They are all to do with editing, interviewing, etc rather than technical matters, but they're welcome all the same.

## TAKING THE PLUNGE

The people who have prepared these training packages were the people I met on the outskirts of Winchester recently. I was at pains to point out that I hadn't come to sell them anything and I wasn't intending to have my scheme operating under their banner.

Rather I was simply trying to find out about their perspective on training, and to discover any views or angles that they had on technical training in particular.

Afterwards, I thought it might be helpful - if only for my own clarity of mind - if I wrote a letter summarising my recollections of the meeting. This is what I said:

"The clearest impression I was left with was of the difficulty of getting most people working in community radio started on technicalities, because you will all know that a necessary condition for any learning to take place is an element of eagerness on the part of the recipient.

"If people do not want to learn about the technical matters they are never going to.

"It never ceases to amaze me that people can spend years and years working in radio, without ever gaining an insight into, say, the difference between AM and FM, or how to fix a mic lead when its not working.

"To them this is Engineer's work, and the less they know about it the better.

"Otherwise they might end up having to fix their own mic leads one day.

"Imagine a community station's engineer standing up at a meeting and declaring that he didn't know the first thing about radio, sexism and didn't see why he should bother to find out anything either!

"There would be uproar, would there not? He'd be lucky to escape alive from some quarters, I can imagine.

"But people will turn round to him daily and say exactly the same thing about HIS pet subject with no trace of apology, regret, or shame. Why?

"How far do we have to go before the notion of engineers 'work' is as discredited as the notion of 'womens' work? A pretty long way, I guess....

"Beyond the details of how exactly we persuade people to plunge into the pool, where they find that the water, far from being cold and deep, can actually be quite pleasant, we have - I think - to tackle a fundamental *attitudinal* problem.

"If you agree with me that there is a problem, any comments you can offer on the way to change attitudes towards engineering and generally getting one's hands dirty would be most interesting."

As a matter of fact, I think that there will be no shortage of people *perse* for any technical training scheme to flourish, but I share the lefts' concern that women in particular tend to be left out of engineering matters, or get abused and humiliated when they enter what's seen as a man's world.

That apart, it has also to be said that you can take a horse (of either sex) to water, but you can't make it drink if it doesn't want to!

If women do not basically want to know about soldering and OHM'S law and frequency responses, and aren't therefore prepared to make some effort to understand such matters, there's absolutely nothing I or anyone else can do for them.

How do you make people WANT to know about technicalities? Easy. Stop fixing things!

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OUT OF THE  
WILDERNESS: THE  
TONY BENN  
DIARIES.  
1963-1967.

ROB CHAPMAN  
For NOW RADIO

Being that rare breed, a socialist among the offshore fraternity, I had two reasons to be interested when the first volume of the recently published TONY BENN diaries arrived at my local library. Although going decidedly Green round the edges these days, as the future of our planets natural resources becomes more of an abiding concern to me than what brand of toothpaste BRYAN GOULD uses, I was intrigued by a central dilemma that has plagued everyone I've spoken to from JOHNNIE WALKER to my kid brother; how the supposed "peoples party" could pass one of the most repressive and sinister pieces of legislation this century-the Marine Offences Bill.

The first massive volume (nearly 600 pages) of the diaries covers the years 1963 - 1967, and as the Rt. Hon. gent was Postmaster General between 1964 and 1966 I turned to the book for insight into the period when BIG L and CAROLINE ruled the airwaves. I've never been that impressed by the pantomime mentality that pervades most peoples thinking about that particular chapter in recent history, with characters and political parties neatly divided into good guys and bad guys. Things are never as clear cut as they seem and after reading the TONY BENN diaries I'm more convinced than ever that there's a bigger story to be told than the pitiful menu of offshore radio literature has served up so far. Hands up for instance those of you who knew that TONY BENN was in favour of advertising on the Light Programme? There are approximately

30 entries in the diaries on the subject of offshore radio, ranging in length from short snippets of the "had the Crosslands over for tea: must close down the pirate stations" variety to more lengthy extracts which give fresh insight into the whole issue. Right from the start BENN recognises that the pirates were immensely popular and could become a sensitive electoral issue. And apart from the usual standard references to "fly by night entrepreneurs", revenue dodging, and wavelength clogging, there is also an astonishing acknowledgement of the part the pirates were playing in shaping the nations youth culture.

I said there were surprises didn't I? Well, from as early as January 1965 TONY BENN was saying that the stations could not be closed down until an alternative was put in their place, and was also casting doubt upon the effectiveness of a Marine Offences Bill. Mind you by February he was suggesting that this "alternative" could come from the Post Office and be called "Radio Pop". Some ideas are best forgotten! Around the same time the P.M.G. was already hammering out perhaps the most surprising theme of all that runs through the book; his disdain for the restrictive practises of the Musicians Union over needletime agreements. BENN constantly incurs the wrath of the M.U. and the record industry (the same industry who were quite happy to keep sending the pirates white label pre-releases of all their new product!) and in his most scathing reference to these restrictive practises in January 1966 he castigates the N.U.J. and the newspaper proprietors for "looking at national problems from the point of view of their strict personal financial interests". Same as it ever was, eh I.B.A.?

By March 1966 BENN was in full flight. First claiming that "the

B.B.C. had exposed itself to pirate competition by policy refusal to meet what most people wanted", and then suggesting that one of the three B.B.C. networks be given over to pop music. The Governors were of course against this. By April 1966 there are the first references to the dreaded RADIO 247.

The influence and attention the offshore stations commanded is best illustrated by quoting an extraordinary diary entry from Dec. 12th. 1965

"At lunch at home I heard RADIO 390 which was broadcasting a recorded appeal by the managing director for people to write to me in protest against my decision to prosecute the pirates. The telephone rang shortly afterwards and it was HAROLD WILSON who had been listening to the same programme and he was extremely worried. I told him that we were making progress on the broadcasting White Paper...he was clearly relieved. He indicated that I shouldn't prosecute at this stage".

The following day BENN received 700 letters as a result of the 390 appeal. All the letters state that they hate the B.B.C. because of its facetious announcers and middle class programmes. TONY BENN suggests that the B.B.C. read those letters. TONY BENN also replies to every one. THE TIMES runs an article saying that BENN is "damaging his image".

Anyone still thinking about "police states" and "mans fight for freedom" should read the diaries and reflect. It is noted that Sweden (a country with a far more honourable and liberal tradition than our own) introduced legislation which allowed their government to seize all pirates property and assets. The Swedish Prime Minister also stated that "once they had been withdrawn there would be little memory of what the pirates had been like after a few

months". How sad but how true. Remember how most people lamely limped over to Radio One once our own M.O.B. had been passed. As with the old maxim about governments; maybe we get the radio we deserve.

And that's about it. TONY BENN leaves office after Labours landslide victory in 1966 and becomes Minister of Technology. Enter new Postmaster General EDWARD SHORT, the man who in the space of 9 months calls ALL of the pirates "anarchists", "burglars", and accuses the commercial radio lobby of falsifying petitions of support. A man who defines his idea of an alternative radio service as "the housewife who is at home during the day...likes to hear something like "We'll gather lilacs" and that sort of nostalgic music". (Actual quote from HANSARD!)

There is one last pirate reference from TONY BENN though, from October 1966:

"RADIO CAROLINE, the pirate radio station, hired a very beautiful woman to come to the I.T.M. party and head for Sergeant KELLY, the Prime Ministers bodyguard. This publicity stunt causes something of a stir" In what part of Sergeant KELLYs body this causes a stir the diary does not reveal, but I think in the interest of national security we should be told! Oh, one final point. TONY BENNS' wife is called CAROLINE.

ROB CHAPMAN  
# 1988  
NOW RADIO

ROB CHAPMAN is currently researching Pop Music Radio for a Degree at Leicester University. He is a regular contributor to NOW RADIO.

L O O S E

E N D S

Over in Dublin THAT station is now ID'ing as ENERGY POWER 103 and there are no mentions of the 99.9 MHz channel opened at the time CHRIS CARY appeared back on the scene with RADIO NOVA. According to NOW RADIO subscriber and former LASER HOT HITS newsmen JOHN ALLEN, the station is back to a Top-40 format and has kicked out the idea of an all Compact Disc format. The DJs are also more 'up-front' on ENERGY than at cross-town station SUNSHINE 101.....

The jamming of BBC WORLD SERVICE and EXTERNAL SERVICE programming to Poland ended on January 1st. JOHN TUSA, boss of the op, said it was expected. As a result of a halt in the jamming a review of Polish language programming will be made. Expect fewer repeats and more actual content to programmes. At the same time jamming by the Poles of US stations RADIO FREE EUROPE and RADIO LIBERTY has ceased. "Quite a bold step." is the way JOHN TUSA described it.....

It's not funny. It does no-one any good. Some cowboy decided it would be 'fun' to put out a 15-minute loop-tape recording claiming to be a broadcast by one of the two radio ships off England. The broadcast claimed that they were being boarded by UK authorities and were in danger. Forget the pirate radio bit - just think how stupid it is to put out any kind of hoax message n shortwave claiming to come from a ship at sea.....

Congratulations to MARK JONES of EAST NEWCASTLE COMMUNITY RADIO for being the first caller on-air in the RADIO 4 call-in programme to DAVID HATCH and MICHAEL CHECKLAND a

fortnight ago.....

Staying in the North East, and at METRO RADIO, Assistant Programme Controller and veteran 261 jock GILES SQUIRE has been doodling on his desk to discover a formidable list of personalities who began their careers at the Newcastle station. Newsmen GLEN O'GLAZA is now with LVT, Newsmen RORY McLEAN is with BBC RADIO 4, Newsmen ADRIAN BROWN is with TV-AM, Presenter MARJORIE LOFTHOUSE can be heard on RADIOS 2 and 4, Presenter and Agony Aunt DENISE ROBERTSON works for both TV and TODAY newspaper and PADDY MacDEE is with BBC TV.....

Before his departure from METRO RADIO to join RADIO 1, MARK GOODIER was to discover that the sweet taste of success can really turn sour! He rather rashly agreed to a challenge during the Tyneside stations Christmas Appeal weekend (Dec 5/6) in a bid to raise a further £100 for local charities. On December 11 (less than a week before he left for RADIO 1) he took an underground walk through a part of Newcastle's sewer system!!!!.....

Which ILR presenter dared to give his girlfriend a washing line as a Christmas Present????!!!!.....(and the only one, at that!).....And shall we name him????!!!!.....

This is really, really true...an officer on the OLAU lines ferry said that CAROLINE 558 reception was good...one hundred yards either side of the ROSS REVENGE!!!!.....

Sir JOHNNIE WALKER played "Sugar Sugar" by THE ARCHIES on the RADIO 1 midday shift on Wednesday January 6. Somehow all those bubble gum songs that appeared on the wireless around '68/9 that we hated at the time now don't sound so bad, do they?!.....

L O O S E  
E N D S

The move from METRO to RADIO 1 by DJ MARK GOODIER means that the Newcastle station has promoted RUSS WILLIAMS to the post of Senior Presenter. WILLIAMS joined METRO from SOUTHERN SOUND RADIO (Brighton) in May 1986. He airs in the afternoon on METRO and hosts the North East Top 20 now.....

On our NOW RADIO office wall we have a nice collection of pictures, ranging from a large B&W one of hero TERRY BATE through to the m.v. COMMUNICATOR. Where a LASER logo should appear it has been covered by a United States Dollar bill. Speaking to a person connected with that vessel, he decided it was a good idea, but wondered whether he might settle for some quarters and pennies, instead?!.....

Out-of-band shortwave broadcasters beware! The Soviet Union has restarted its over-the-horizon radar system and it appears at around 6.3 MHz.....You know the thing, it sounds like an electronic woodpecker!.....

WET WET WET have produced a new video recorded at RADIO SYD in the Gambia. Of course, RADIO SYD began life as an offshore radio station off Sweden way back. One would have thought they might have selected RADIO AIRE to record it at after all the hype that station put into their first release!?!?.....

That one-time CAROLINE deejay turned Conservative MP for Thanet North, ROGER GALE popped into a Margate hospital to wish staff and patients a merry Christmas and ended up trouserless in a ward himself! Trouserless?! Yes! Nurses thought Roger sounded 'ill' as he

coughed and wheezed from bedside to bedside and ended up rushing him into the casualty department where they discovered he was suffering a serious chest infection. Ignoring his protests that he was much too busy to be held in hospital, Nurses decided to confiscate his trousers until he was allowed home four days later on Christmas Eve!!!.....

Former RADIO LUXEMBOURG jock ROB JONES can be heard every Saturday morning on RADIO 210 (Reading) with a 9 - 11 am airshift.....

Former Policeman GERRY RAYNOR has departed Leeds' RADIO AIRE where he presented the Sunday night FABULOUS 50's programme and Saturday afternoon sports. He can now be heard, under his real name, broadcasting AA Traffic Reports on BBC RADIO LEEDS.....

Who was the presenter who ended up with his show sponsored and only played half the sponsors commercial?? And got fired as a result??!!!.....

CHRIS CARY is ready and able to start his Satellite Radio service having installed studios at his business base in Surrey. Studio is built but the company now has to wait for space on a satellite so that the superstation can get on the air.....

As BROADCAST increases its price to £1.10p per week (£50 per year) we remind you that a joint subscription to NOW RADIO MAGAZINE/NOW RADIO REPORTS means you keep in touch with all radio on a weekly basis for only 75p per week! And just look at how many pages we bring you in every issue devoted to YOUR industry!!!.....

L O O S E  
E N D S

The Dutch-language FREE RADIO MAGAZINE, complete with its glossy covers, has gone! The December issue of FRM was the last following the publishers getting into financial difficulties.....

Look matey, to be on the team of NOW RADIO Correspondents you have gotta have something special! That is certainly the case with STEVE MERIKE! Not only is he one of the best broadcasters in the UK, and one of the best writers, but we've just discovered he is a fully qualified and active Ice Hockey Referee.....

BARRY GLANVILLE has quit overnight presentation shifts on RADIO AIRE and joined the Navy.....

Staying in West Yorkshire - fellow staff at a certain station (or some of 'em) are surprised that their friendly reggae show presenter not only runs a pirate radio station, but also recently was fined for driving his car at police during an outbreak of violence in a 'black area of the city and kept his one hour per week shift on the ILR station!.....

PAMS now have three major market stations in the USA using their Sonovox jingles which are made in the UK - KROQ (Los Angeles) has been added to KOFY 1050 (oldies in San Francisco) and WNBC New York. They've also just produced idents for WMBX Boston (oldies), and KRTH Los Angeles (the old KHJ).....

We've heard it all, now! According to STEVE HAMLEY, a group of former Pirate Radio operators are going to submit a proposal to the DTI to run the RADIO INVESTIGATION SERVICE. They say that they'll do it cheaper

and with more effectively than the present chaps!.....

A certain RADIO 4 Continuity Announcer heard the other morning taking the mickey out of the services new directive to refer only to "FM" and drop all references to "VHF". Mind you, there's an awful one used at some BBC Local stations where the announcers really confuse the listeners by describing the waveband as "V H F / M".....

BBC RADIO LONDON last Thursday, in the final hours before the Governors decided the stations future, sounded more like the offshore stations when they were under threat by the WILSON government in '67!! TONY BLACKBURN talking about the super-pirate station he was ready to launch - and asking people for telephone numbers of Programme Directors at CAPITAL and LBC. The biggest 'hoot' was TONY BLACKBURN asking a caller from Hampstead to pop down to a certain Kings Road Cafe and ask ROHAN O'RAHILLY if he could go back to CAROLINE!!.....

Have you heard that NIGEL WALMSLEY, managing director of CAPITAL RADIO, is paid £108,000 per year?!!.....

Expect CAPITAL to expand its SPLIT FREQUENCY CFM service to the whole weekend (by Easter, they claim) before moving ahead with a seven-day-per-week operation. Mind you, seems that the copyright bodies are rubbing their hands together at the moment as they realise they could be in the running for greater fees from all the stations that decide to provide two services.....

The ILR station that claims it started MORE MUSIC MONDAY cannot be serious..with 9-mins ads, 4 of news, 2 of sport, 5 of talk.....



## ROSE'S RAMBLINGS

It was most interesting to note the words of PETER BURTON, Chairman of CHILTERN RADIO plc, in his review of the year ending September 30, 1987. "It is very pleasing that in a year when many radio stations have cut or completely abandoned their output of community programmes the CHILTERN network has kept up its service to minority groups of listeners. To be found on the HOT FM are L'ORA ITALIANA, SUB SAATH, SOUNDS IRISH, CAIBBEAN MUSIC SHOW, CONCERT HALL and many others. We hope that the radio world is not made so viciously competitive that we cannot afford to go on producing these programmes...." I suppose when you have no less than 6 different transmitters to carry your programmes you can run such programmes on one or two transmitters on a supposed HIT music station without too much fear. The test would come, Mr Burton, when and if your station has to give up some of its transmitters....

+++

A friend who is Head of Music at a certain ILR station north of Watford spoke to me the other day and again annoyed me by saying that all he ever wanted to programme on his station were the current Top-40 hits (with the exception of a few acts he dislikes for political and racial reasons) and oldies that were Top-20 hits. He refuses to allow his fellow presenters to air the thousands of good records which didn't hit the Top-20.

It is this kind of thinking which has destroyed so much of the excitement radio once had to offer the listener. Here and elsewhere. It's all programming by numbers and not by something which once led to

the most exciting and vibrant times in radio's history - the sixties - when Programme Directors and jocks all decided whether a record got airplay by not much more than 'gut-feeling'.

This chap I am talking about could see 1000 people in a disco/nightclub or at a station P.A. go crazy over a certain new release, but then refuse to add it to his playlist because the title was not listed in the current chart. I have more to say on this subject, later!

+++

The operator of a new unlicensed station spoke to me enthusiastically of his plans for a service which would really stand out from the rest of the stations available on the dial. He was talking of giving young listeners a station they could call their own. Great! I thought. I'll speak to this guy about some ideas that I now have for a format which would truly appeal to the young audience and something not presently being provided by existing stations. I've carefully thought about the format and know that it would work. It would mean offering a station that really would pull the teenagers and make the most exciting listening. Alas the new station doesn't want to be the one to break the mould and will be just like the rest. Playing the top-forty, a few golden oldies and trying to appeal to the teens plus their Mums and Dads. Yes, another mish-mash, and nothing new and innovative that today's youth can call theirs. Is there a Programmer out there with guts enough to actually provide a real alternative for the youth of today - without compromise??? No wonder 30% of under 15-year-olds don't listen to the radio these days. No wonder, at all. HGLR.

**WIRELESS WORKSHOP  
AT MEETING ON  
SPECIAL EVENT  
RADIO  
WITH GOVERNMENT  
OFFICIALS**

Special Event Radio practitioners WIRELESS WORKSHOP had meetings with Dti and HOME OFFICE officials at Queen Anne's Gate last Thursday (January 14).

Subjects discussed included the definition of Temporary Radio services, power levels, frequency assignment, and the level of licence fees.

WIRELESS WORKSHOP partner NORMAN McLEOD said after the meeting: "We are delighted to have been consulted in this way about development of a radio service with which we have been closely connected. Both the HOME OFFICE and The Dti have clearly been going to some trouble to discover and take into account the views of people like us, who are working in non-BBC/IBA radio, and this approach is most welcome", he added, "there is still some way to go before we are trusted with our own engineering judgement to the extent that the BBC and the IBA appear to be, but we are very satisfied with the programme so far".

WIRELESS WORKSHOP are Britain's leading practitioners in special event radio and have taken part in 19 stations to date.

An announcement about Special Event Radio is expected from the HOME OFFICE in the very near future.

**RADIO 4  
FREQUENCY CHANGE**

BBC RADIO 4 will change its Long Wave broadcast frequency with effect from the start of transmissions on Monday February 1st.

The transmitter will move from 200 kHz to 198 kHz.

**RADIO MONIQUE  
WILL BROADCAST  
EURO-WIDE ON  
SATELLITE**

RADIO MONIQUE, the Dutch-language programming operation which leased airtime on RADIO CAROLINE say they have agreed terms to broadcast across Europe.

A RADIO MONIQUE official said at the weekend his station was to lease airtime on the satellite-delivered CABLE ONE radio service. CABLE ONE is headed by WILLEM VAN KOOTEN, (DJ JOOST DEN DRYER), and operates from studios in Hilversum, Holland.

VAN KOOTEN had been heard via RADIO MONIQUE from the CAROLINE vessel ROSS REVENGE.

The spokesman for RADIO MONIQUE said that his station would provide programming for CABLE ONE from September this year.

**CAROLINE  
ERRECTS NEW  
ANTENNA**

Broadcasts from the ROSS REVENGE ceased last Thursday to allow engineers to erect a new antenna.

A station source told NOW RADIO the new structure, a 80-foot telescopic tower normally used by Radio Hams, would be erected at the stern of the radioship to allow a antenna to be strung to the forward ships mast.

The tower will be temporary, with the station planning to put a full-strength tower up as soon as the winter storms cease.

CAROLINE hope to resume CAROLINE 558, RADIO MONIQUE under its new management on 819 and also commence regular transmissions of CAROLINE on shortwave.

The shortwave service will relay CAROLINE 558 until the start of a new religious/evangelical programming service later in the year.

COMMUNICATIONS

WE ALWAYS WELCOME YOUR LETTERS FOR  
PUBLICATION, PLEASE SEND THEM TO:

THE EDITOR  
NOW RADIO  
PO BOX 45  
KETTERING  
NORTHANTS  
NN16 0NW

||||

CAROLINE MUST  
SUPPORT THE INDIES

*Fliederweg 7  
D-7022 Leinfelder  
W. Germany*

Dear Sir,  
I just don't understand why RADIO  
CAROLINE completely ignores the  
music by the Independent Record  
Labels.

In the 60's it was just the  
opposite.

Today the indie labels often carry  
better music than the big labels.

It's no use going back to the heavy  
music format but also no use  
playing exactly the same as RADIO 1  
and all the other UK stations.  
RADIO 1 in fact seem to be more  
adventerous in their evening  
programmes.

It really is unbelievable that an  
offshore station plays only the  
records by the big labels and  
ignores the independent ones.

*Yours sincerely,*

*FRANK GUTMAN*

++++

ED: Frank is not alone in his  
opinion. However the final decision  
of what kind of format any station  
uses must be up to that station.  
It's a pity, however, CAROLINE  
cannot experiment a bit more.

FREQUENCIES WANTED

*Heath Close  
Wokingham  
Berks*

Dear Howard,  
I enclose my subscription renewal  
for NOW RADIO which I enjoy very  
much. I find it a well-balanced  
publication with the news items and  
in-depth articles.

Sometimes the news items could do  
with a bit more explanation for  
those of us who are not quite "in  
the know" and, being a radio  
magazine, it would always be  
appropriate to quote a frequency  
for every reference to a radio  
station.

I wish you all a Happy New Year -  
Keep up the good work!

*Yours sincerely,*

*MIKE SMITH*

ED: Thank's Mike! Before making  
decision on whether we should list  
the frequency of every station we  
mention perhaps we should hear the  
views of a number of readers.

++++

WELCOME STEVE!

*St Johns Rd  
Chelmsford  
Essex*

Dear Sir,  
Can I be amongst the first to  
congratulate NOW RADIO on bringing  
us STEVE MERIKE in print again!  
His column for your publication  
goes to show that Presenters/DJs  
can have brains!

I look forward to more of MERIKE!!

*Best Regards*

*ANGELA RUSSELL*

COMMUNITY RADIO

29 Albion Street  
Rowhedge  
Colchester  
Essex

Dear Sir

I am surprised at the announcement by the Home Secretary (12 January) that existing Independent Radio stations will be allowed to offer split frequency programmes. Whilst acknowledging that such services will offer limited addition choice of listening (either pop on AM or rock music on FM), I believe the reason this is going ahead is that existing broadcasters can hang on to both medium wave and VHF frequencies they would otherwise lose if the proposals in last years Green Paper become a reality later this year. If ILR were really concerned at extending listener choice they could have pressed for permission to do split frequency programmes years ago, but instead have tended to regionalise programmes over as many transmitters as possible and thus reach the largest possible audience with as few programmes as possible. I am annoyed at this development because, as a prospective community radio operator, I have been let down once before by this Government when the proposed community radio experiment was cancelled in June 1986 and existing broadcasters are, once again being allowed to expand whilst we new broadcasters have to wait for legislation.

I would refer to the Press Conference at the HOME OFFICE in February last year when the Home Secretary, DOUGLAS HURD, said. "I would like to see community radio stations but I don't think it would be sensible for it to charge ahead of the rest." If community radio operators have to accept that, why can't ILR stations be forced to wait? Alternatively, why can't the

HOME OFFICE issue community radio licences under the 1949 Wireless Telegraphy Act, as it has the power to do??

I gather there is to be a major statement on the whole future of radio shortly and I hope that that will be more constructive to potential community radio stations.

Yours sincerely,

DES SHEPHERD

HELP WANTED!

Rockingham Road  
Kettering  
Northants

Dear Sir,

As the time draws nearer for licence applications from new entrants, does NOW RADIO have plans to help applicant groups?

Sincerely

Paul Taylor

ED: Yes! NOW RADIO will be assisting prospective broadcast operations all the way through. From getting a group/company together, selecting equipment, finding suitable premises, needletime and other royalty agreements, news provision, staffing to the actual application to the Radio Authority and beyond to programming, sales, promotions and day-to-day operational advice.

H H HANCOCK  
& P P P POP MUSIC!

24 Crescent Ave  
Brierley Hill  
West Midlands

Dear Howard,

After reading the article by STEVE MERIKE in NOW RADIO [#43] I thought STEVE M may like to know that HANCOCKS HALF HOUR was responsible in a way for Pop Music Radio!

In a local 'paper in 1986 I came across a headline: "How The Lad From East Cheam Ushered In The Teenage Revolution".

The writer, JOHN OGDEN, went on to say in a programme on November 23, 1955 the lad from East Cheam brought the sound of rock and roll into millions of homes when BILL HALEY's recording of *Rock around the Clock* was broadcast in that evenings episode.

The theory on this is the only pop music on BBC radio networks in 1955 was *Family Favourites* which only played PAT BOONE etc, but when BILL HALEY was played on H H HOUR it gained a large audience worth more than any of todays TOP OF THE POPS TV appearances.

*Yours Faithfully,*

IVAN HARRIS

#### C. R. A. ANNOUNCE DEVELOPMENT TEAM

The COMMUNITY RADIO ASSOCIATION will announce the members of its new National Community Radio Development Team this coming Friday afternoon at a press conference.

STUART WOODIN of the CRA, will say the group will be working hard to ensure that the stations in its membership applying for licences under the forthcoming Radio Bill "really will be diversifying consumer choice, not only in terms of their output, but also in terms of a fresh and exciting relationship between the station and its community."

The CRA believes that community stations could be on the air by Christmas 1989 if the Government legislates for them this year.

It claims it is determined that the new sector will not just be commercially operated, pop-oriented stations.

In the CRA's view, at least 100 bids for licences from non-commercial

community consortiums will be made. These will be stations whose emphasis will be on station accessibility and non-profit making structures.

In the large cities and, in particular inner city areas, the CRA is convinced that community radio will make a real difference to people's lives.

"There is a great deal of interest from black groups in community radio", says CRA Secretary SANGITA BASUDEV.

"Whilst a lot of this is presently directed at the music pirates, we feel there is tremendous scope for black stations to do more than just play music - the black voice in documentary, information, discussion and drama programming will be a long overdue addition to broadcasting".

The CRA hopes to offer aspiring community radio groups help and support in areas of community development and outreach, fundraising and financial planning, licence applications, studio design and the running of a community radio station.

The CRA already has offices in London and Bristol and is currently looking at establishing one in the North of England.

The members of the CRA Development team are: STUART WOODIN, DOMINIQUE REMARS, ALAN BRAMWELL and STEVE BUCKLEY in London (01) 582-7972/8732 with MARK JONES and MELVIN LYONS on Newcastle (091) 234-0761.

#### ADVERTISERS INQUIRY INTO RATE CARD HIKES

The INSTITUTE OF PRACTITIONERS IN ADVERTISING is to meet ILR bosses and BROADCAST MARKETING SERVICES Chief Executive TERRY BATE following allegations that advertising rate cards are being hiked artificially.

## WHAT FUTURE FOR OUR OFFSHORE RADIO STATIONS?

GRAHAM KENNEDY  
For NOW RADIO

As the old year drew to a close, much debate about the issue of the future of pirate radio seems to have been generated through the pages of NOW RADIO about the issue of pirate radio. Norman McLeod is not alone - he's been joined by Roger Day in asking whether there is any future for pirate radio - particularly the offshore variety. Here in the USA we saw the appearance of Radio New York International in 1987 - and its superspeed withdrawal from the field as a result of fast action, whatever the legality of it, by the FCC and United States Coastguard. Off the English coast the bargain buy of the decade turned out to be the biggest white elephant ever in offshore radio's history. Ray Anderson bought the Communicator for the incredible price of £35,000 at a time when commercial radio station facilities (on dry land, of course) were selling for the highest-ever prices. If the Communicator had been located in New York, had a frequency and was put on the open-market it would have easily sold for \$10 million or more! The Communicator limped back on the air in an effort by its new owners to revive the success created by the original Laser 558. We all know what happened, as we are now only too aware of the scandal surrounding the ownership of the vessel and the mystery of the alleged missing money. Of course the Communicator will get on the air, and these 'problems' may be solved, and perhaps the ship will beam out the most popular programming ever witnessed by UK listeners 'since the sixties' - but

as Roger Day said, there is no money in offshore radio anymore. In the USA we work out the base selling price of a radio station by first taking the annual turnover and multiplying it ten times. Thus a station which attracts £1,000,000 would be worth £10,000,000 - and that would be *without* the carpets!! Whether the station already had an audience wouldn't be that important. If you get in and buy a station you are buying the 'facility'. With that facility you can introduce programming of your own choice and aim to attract more money. Thus, for example, by USA standards, RADIO CAROLINE would be worth a minimum of £4,200,000 - and then a bit more for the 'goodwill' and the ship/transmission equipment. But not that much. But, how much is CAROLINE, or the Communicator worth lying in the middle of the North Sea? As has been shown, hardly anyone has made any money out of offshore broadcasting since August 1967. Caroline has always managed itself in its own style and most have been happy. The Communicator has just been, so far, the source for a fortune for one rather dubious chap - and for the rest - including so-called 'investors' - a darn expensive hobby! Is Roger Day right in saying that offshore radio should remain a "lovely memory"? Or could somebody perhaps finally manage to get it right? After all enough lessons have been learnt in the last twenty-odd years! Even if somebody, somewhere came up with enough money - millions rather than thousands - could they be expected to simply pay out month after month and not expect any financial reward? The present backer of Star Force and Harmony may be the only person in this world who feels he can do this. Good luck to him. Even here in the States public service broadcasters have to worry about money!

Caroline pulls in enough money, from this side of the Atlantic from the pay-for-pray brigade to keep them afloat. They even seem to be able to weather the violent storms created by unrest in the leasing-of-airtime-in-return-for-vital-supplies contract with the Radio Monique band. The 'plug' records are a bonus. Spot advertising is almost a thing of the past. That is Caroline. It is the way they want to operate and they will always be like that. Only in the time Terry Bate was working for Caroline did that station take a truly commercial radio image with advertisers and listeners. God now provides the pennies that provide many hours of enjoyment for Caroline's listeners in the eighties. Not Colgate-Palmolive!

Accepting that Caroline is different and has adapted to post-Marine Offences Act restrictions and the fact that it cannot sell itself openly (either to potential clients or listeners) we must perhaps also admit that Caroline is not a normal commercial station. As long as it is out there, doing what it wants to do, it'll be happy. And, like so many others, I'm glad it is. Even if some of the output leaves a lot to be desired - we all know that it can and probably will get better. One day, for instance, Peter Phillips and Kevin Turner will find a complete team of DJs who are as professional as they are...

The Communicator is a different story. It was originally pulled together, as Laser 558, as a money-making machine. On paper all the original plans - going right back to meetings in Kentish pubs and hotels - are still valid today. The lesson is you need the right people and the money to do it. The money has been there - the right people, sadly for the investors, have not. Some of those who have worked for the station have been pro's - but there has never been a complete

team who have been able to work together with confidence. A lack of in-house confidence leads to potential clients keeping you at arm's length. Cash does not flow. Speaking to several people of late, I've learnt that there is a belief that 1988 could (and I repeat that) could be the last year for offshore radio.

That opinion has been spoken by a number of people who are in the know. I am talking about people now working in offshore radio, too. Including what in normal radio would be called 'management'.

It could be the last year for offshore radio unless Caroline gets a new aerial up fast and puts out a signal you can hear in Margate...if the Communicator gets on the air with the most professionally produced and technically-acceptable signal possible...if backers and advertisers are given something in return for their investments...if enough people can be found of the right calibre to operate these stations. Honestly.

If you are of the opinion that the DTI will close the pirate stations, I'd suggest forgetting that concern. I'm sure, sitting here, they are quite prepared to let the stations continue in the knowledge that offshore broadcasting is costly. And there ain't much money spare for these 'pirate' chaps.

There is something romantic about offshore radio, and whilst it is not being street cred to say it, even some of those involved get 'romantic' about the 'good-times'. If there was more opportunity, (which means loads of cash...and professional management) there would be romance brought back into offshore radio.

We would all like to be able to switch on the radio to an offshore station and get a buzz again. Wouldn't we? Of course we would.

Let's hope they can pull themselves together this year..... GK.

## TALKS FOLLOW BOARDING PARTIES

Negotiations have been taking place between representatives of a Panamanian Corporation, an English evangelist and an advertising agency over the future of the former LASER radioship COMMUNICATOR.

The talks are seen as a final attempt to solve a problem which resulted in, first, a boarding party being put aboard the ship to repossess the ship by the Panama outfit. Three men were sent to the ship.

Days later a boarding party of between 30 - 40 strong-armed men took control of the ship under orders from London and a party who had been intending to partially finance the revival of the ship as an offshore radio station under the names STAR FORCE 576 and HARMONY 981.

The latter raid on the ship resulted in several people being thrown in to the North Sea.

It is now thought that the number of people aboard the ship has been reduced to around 6 - including MIKE BARRINGTON, an engineer. Following the latter incident the radio ship was moved into international waters. It is now anchored in the Galloper area of the North Sea, off Suffolk.

The Panamanian Corporation wants to receive payment for the ship - but so far despite more than £200,000 being spent on the project by the English evangelist, who hopes to have his programmes aired on HARMONY 981, the ship's owners have yet to receive final payments.

An English DJ/entrepreneur is being questioned by all three main parties this week over more than £100,000 of backing from various circles which has yet to be accounted for. A source claims that he has provided a series of misleading statements to all

parties over the financial arrangements for the purchase and operation of the radio stations.

The entrepreneur, in turn, has paid for a private investigator to look into the private and business affairs of a number of people. In an interview with NOW RADIO he claimed, for what reason is not known, to have obtained bank statements and details of JOHN KETCHELL of the Dti and EDDIE BLACKWELL, former managing director of ESSEX RADIO, who at one time was an outspoken critic of LASER 558 at its peak in popularity.

The COMMUNICATOR, according to Panamanian government sources, is no longer registered by them. It therefore is not liable to protection should it fall foul to seizure by United Kingdom authorities if and when it should re-enter UK territorial waters and if the UK authorities believe that an offence has or may have been committed aboard the vessel.

If a settlement is not reached between the various parties, the COMMUNICATOR could end up back in the hands of the Panamanian corporation and then be sold to a new organisation which will take it away from European waters for broadcast use.

If the groups wishing to purchase the vessel actually pay the Panama corporation for it, they could press ahead with their own plans for STAR FORCE and HARMONY. At the moment it appears that the Evangelist believes he has actually paid for the ship - though those funds would appear not to have been delivered to the ship's owners.

*Previous detailed coverage on this development in the COMMUNICATOR saga appeared in NOW RADIO issue 42 (Dec 15, 1987), NOW RADIO issue 43 (Jan 5, 1988) and NOW RADIO REPORTS issue 008 (January 12, 1988). Copies are still available (price £1.50 each) from NOW RADIO, Freepost, Kettering, NN16 0NW.*



## WALLIES ON THE WIRELESS

COMMENT by NORMAN McLEOD

Oh Dear. It looks like I've managed to offend JULIAN WELLINGS of Luton with my recent remarks about STEVE WRIGHT.

According to Mr WELLINGS, Mr WRIGHT is one of the "most creative, innovative and leading broadcasters in British radio." Well now, that's a matter of opinion, isn't it? Endless JOHN BOLE impressions all that MR ANGRY nonsense are not my cup of tea, certainly, but if people want to listen to this sort of stuff, they're welcome to it.

In any event, I don't think STEVE WRIGHT is likely to be too upset himself by being called a Big Wally. I saw a STEVE WRIGHT sticker on the back of a car the other day; the car's other sticker read "Don't Drink & Drive - You Might Spill It!"

You can always spot Wallies by their cars. Anyone who thinks that th stickers you can pick up in motorway service stations are witty, or that attaching fairy lights to the brake circuit, or adorning their motors with nodding dogs & fury dice adds to their charm, is clearly a Wally and no mistake.

STEVE WRIGHT is not afraid to knock local radio DJs, who he regards as inferior to himself, so he can't complain if he gets as good as he gives. I should imagine he is laughing all the way to the bank, as he pays in the proceeds of old age pensioners' hard earned licence savings'.

That's reall my objection to STEVE WRIGHT. Why is this sort of programming being done by the BBC?

## THE BBC'S ROLE

The BBC will have to do some hard thinking in the 1990's, when it may find itself the sole custodian of public service virtues in an otherwise largely deregulated commercial arena.

In television the BBC tries hard to achieve parity in the ratings with the IBA channels, and the balance between the BBC 1/2 and ITV/C4 figures is a matter of obsessive concern to both parties.

But then, both TV systems have nominally the same objectives. The four networks are all 'Public Service' channels, committed to the same high standards of quality and range THIS WILL NOT BE THE CASE IN RADIO.

It seems to be, then, that when we have national commercial radio, it will not be for the BBC to make RADIO's 1 and 2 into competitive networks churning out much the same sort of stuff but without the ads. This would be quite wrong in my view. Commercial and Public Service channels should be different and complementary to one another.

I would much rather see STEVE WRIGHT and all the other chatter from daytime RADIO 1 going out on a commercial network. There's nothing about STEVE WRIGHT's programme's that would be harmed by the inclusion of commercials, and a big network would probably be able to pay him more than he gets already, so we would all be happy.

Then RADIO 1 can be freed to concentrate on thoughtful programmes by people who are actually interested in the music which they played, and know something about it. Role on IWR, I say....

© NORMAN McLEOD

VACANCIES

RADIO BANGKOK in Thailand has a vacancy for an experienced DJ/PRESENTER to join its team (including RICHARD JACKSON) working on a highly successful, popular and professional commercial music station. Superb salary and conditions. For further details call (01) 440-3081 after 7pm any evening.....

BBC RADIO KENT has a vacancy for a NEWS PRODUCER. Ref: 4942. Salary £10,881 - £15,388 plus £1,066 annual allowance. Call (01) 953 6100 (ext 2387) for application form.....

BBC RADIO BEDFORDSHIRE needs a NEWS EDITOR. Salary £13,509 - £17,530 plus £1,066 annual allowance. Ref: 4971. Further information by calling MIKE GIBBONS on (0582) 459111.....

BBC RADIO NEWCASTLE has an opening for a REPORTER. Ref 4962. Salary £9,357 - £11,610 plus £624 annual allowance. Further details by calling DAVID PEEL, News Editor, RADIO NEWCASTLE on (091) 232 4141.....

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SECTION ARE CARRIED  
FREE TO SUBSCRIBING  
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INDIVIDUALS**

CALL

NOW RADIO

(0536) 514437

**OPENINGS, NOW RADIO NEWSLETTER,  
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NORTHANTS, NN16 0NW  
Telex: 8951182 GECOMS G  
(NOW RADIO)**

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Advertise in this section at special rates. Call for details.

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2 TAPECASTER 1 x record/1 x record & playback cartridge machines. 1 x ITC Playback cartridge machine. Good condition. £975.00 o.n.o. Write: Small Ad NR001, Box 45, Kettering, NN16 0NW.

1 GARRARD 401 TURNTABLE. Brand new and boxed. Offers: Small Ad NR003, PO Box 45, Kettering, NN16 0NW.

SOUNDS FROM THE SEA 1 x C90 & 1 x C60 cassette featuring the best ever documentary of offshore radio in the sixties. Rare and exclusive interviews, airchecks, etc. Send £6.50p (payable NOW RADIO), NOW RADIO, PO Box 45, Kettering, NN16 0NW.

ROSS REVENGE. 3 sets of jumbo-sized colour photographs. First time available. £2.50p per set of 5. One set shows ship being towed to new Falls anchorage & late '87 studio/etc shots. Other 2 sets (5 per set) show late 70's studio and staff shots, etc. £2.50p per set. Small Ad 005, NOW RADIO, PO Box 45, Kettering, NN16 0NW.

WANTED

AM TRANSMITTER. 1kW output. For non-United Kingdom use. Broadcast Quality. Details please to: Small Ad 004, PO Box 45, Kettering, NN16 0NW.

**OPENINGS, NOW RADIO NEWSLETTER,  
PO BOX 45, KETTERING,  
NORTHANTS, NN16 0NW  
Telex: 8951182 GECOMS G  
(NOW RADIO)**

## VACANCIES

BRMB RADIO wants a RADIO PRESENTER with experience and BALLS (even if your a lady!!!). Communicate with MIKE OVEN, BRMB, PO Box 555, Birmingham, B6 4BX.....

SOUTHERN SOUND RADIO is looking for an exceptional ILR PRESENTER with good jocking ability and a brain. Write with c.v. and cassette to: JEREMY SCOTT, Programme Controller, SOUTHERN SOUND RADIO, PO Box 1323, Brighton, Sussex, BN4 2SS.....

HEREWARD RADIO has a vacancy for a BROADCAST ENGINEER with experience and the ability to become part of a small but dynamic team with plans for expansion. Write with c.v. to JIM WARRACK, Chief Engineer, HEREWARD RADIO, PO box 225, Queensgate Centre, Peterborough, PE1 1XJ.....

BBC WILTSHIRE SOUND, scheduled to come on air late this year, has vacancies for PRODUCERS (General) £10,881 - £15,388 (Ref 4988); PRODUCERS (News) £10,881 - £15,388 (Ref 4990) and REPORTERS £9,375 - £11,610 (Ref 4989). For all posts you must have a good mic voice, current driving licence, and be prepared to live near the station's Swindon base. As a first step in your application you will be required to prepare a 4-minute cassette to a brief, both of which BBC APPOINTMENTS will send you on request. You must phone no later than this Friday January 22nd (01) 927-5799.

RADIO 210 has a vacancy for an ASSISTANT COMMERCIAL PRODUCER. Salary around £10,000 inc. commission. Based Reading. Write with full career information and outline of interests to : STEPHEN STEWART, Commercial Production Manager, RADIO 210, Reading, RG3 5RZ.....

BBC ESSEX has vacancies for REPORTERS. Based in Chelmsford, you may also work at the station's district offices in Southend and Colchester. Completed application forms should be accompanied by a 10 minute demo tape (non-returnable) demonstrating versatility as a news reporter, including a 3 minute news bulletin and a news interview. For application form telephone (01) 953 6100 ext 2387 quoting Ref 4934. Applications must be in by January 22nd. Salary scale £9,357 - £11,610 plus £624 annual allowance.....

## POSITIONS WANTED

PHIL BLIZZARD. Presenter. (0782) 634584. Phil has extensive experience of working for both BBC and ILR stations. Past Experience includes CBC Cardiff, GB Radio Newport, BBC RADIO STOKE and BLUE DANUBE RADIO Vienna. Further Details, c.v. and aircheck/demo tape on request.....

++++

**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.**

# Services Guide

# Now Radio

## SPECIAL EVENT RADIO

TCR BROADCASTING SERVICES  
offers guidance to Licence  
Application.

Transmitter/Studio Hire  
Installation & Service

Enquiries:

TCR

310 Lee High Road  
Lewisham, London, SE13

## EQUIPMENT

WIRELESS WORKSHOP. 25  
Ditchling Rise, Brighton,  
BN1 4QL. Telephone (0273)  
671928. Special Event,  
Induction Loop Transmission  
Systems and Audio Processing  
Specialists.

PHOENIX COMMUNICATIONS.  
Transmitters, Studio  
Equipment, Links. Tel (01)  
500 0890 for full details.  
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