

CAPITAL LAUNCHES INR4 CONCEPT

Capital Radio MD Richard Eyre has launched the national concept of a fourth national commercial radio channel, enabling advertisers to book campaigns across the entire network of local stations. The idea builds upon the success of the Network Chart Show and 100 Nowlink, both of which are broadcast by most commercial stations and scripted centrally by Capital's saleshouse **NSM**.

Eyre said the radio industry trade association **IBAC** had agreed to develop further networked programming. In the face of both whole shows and individual features, that would be available to sponsors and advertisers.

"The opportunity exists for you to become closely involved in the creation of new material," Eyre told potential clients at the Radio '92 Conference, "whilst respecting the fact that editorial control will ultimately remain ours."

He cited features such as "new's coffee break, shopping list time, drivetime features, kids home from school" that could be offered with **INR4** as "national radio advertising executed through local radio."

Eyre argued that radio was still under-utilised by advertisers and pledged his commitment to growing the medium's share.

"There isn't a developed advertising market in the world where radio takes as little as 2% of the total cake," he admitted. "Maybe so in radio have made too many mistakes over the last twenty years. Or maybe you is agencies have."

He responded to criticism that Capital exploits its predominant position in the commercial radio industry to the detriment of smaller stations.

"Over the years, Capital has shown its own fair share of self-interest within the **RA**," he said. "It's telling you now that that is a charge you are going to find it very difficult to stick on us."

DAB BY 1995?

The Radio Authority has issued its first policy statement on Digital Audio Broadcasting (**DAB**), the new CE-quality radio transmission system destined to succeed **MPX** by the end of the century. Its sixteen-page document suggests that **DAB** receivers could be available as early as 1995, though they are likely to be priced at whatever premium the market will bear for the first few years, as was **CD** in its early days.

Most of the existing national and local **M** and **FM** stations will be duplicated for several years on the new system, though there will be additional capacity for new **DAB**-only services that could provide consumers with an incentive to purchase the receivers. The Authority is demodulating

that one or two of these extra channels be allocated to new national commercial stations, to reduce what it calls "the present imbalance" between the **RA**'s six such networks and the commercial sector's three.

"Probably the worst management headache," said Radio Authority Chief Executive Peter Seidman, "is sub-division of the terrestrial and satellite (**DAB**) bands, first, between publicly-funded services and commercial services and then between national, regional and local as well as a complex array of services of varying coverage and economic viability can be accommodated."

Because **DAB** technology requires each transmitter to be shared by five or

six stations, the system is unlikely to be economically viable in rural areas where there are fewer than three local services, and where **MPX** will have to continue. To add **DAB**, the Authority suggests each station budget an additional 60% of its present **FM** transmission costs.

The document asks the Government to establish a "national forum" to plan the introduction and development of **DAB**, since transmission facilities will have to be shared by **RA** and commercial stations. By 2007, **DAB** is expected to have displaced most **FM** transmitters in the 87.5-100 MHz band, and will be available direct from satellite on new channels around 1.5 GHz.

RAIDERS SCUPPERED BY PIRATES

Pirate radio interference is causing severe problems for listeners to legal South London rock station **Raiders FM**, presently broadcasting for one month as part of a campaign to six a permanent licence.

Raiders FM, itself an ex-pirate, took to the air on Thursday 29th October from its Thames-side studio using the assigned 97.7 **FM** frequency, but was almost inaudible in central London by the weekend because of pirate interference.

"There's a new station from North London on 87.8 and a rogue station on 87.9," explained **Raiders'** drivetime DJ Mike Summers. "The frequency [allocated to **Raiders**] is wrong. They should have given us something nearer the studio of the [**FM**] dial".

Sherry said he had reported the interference on Saturday to the DTI, who are responsible for action against illegal broadcasters.

"Presumably they will sort it out in the fairness of time," said Sherry, though he had had no response from the DTI by mid-week. He was concerned that the problem would reduce the impact of **Raiders'** campaign.

"Lots a few people were complaining about it," Sherry said. "We had numerous phone calls in the studio from our listeners saying they couldn't hear us".

Asked if there had been a good response to **Raiders'** programme, Mike Summers answered: "No, and I put it down to the frequency and pirate interference".

DI/inspector for 80s soul pirate **JFM** and Soize, believes London needs a permanent rock station.

"We've got two soul/gospel stations," he explained, "and another station that was supposed to be jazz but which is now a jazz-funk/soul/gospel station. But we haven't got anything to cater for people who like rock music, which is the father of all music".

One **Raiders FM** insider noted how ironic it was that the low power output and aerial height allowed under the station's temporary licence was its signal substantially worse than that achieved in its pirate heyday. Other London stations, including **KISS FM**, encountered similar interference from pirates as launch.

Raiders' MD/Chief Engineer Des

Des Sherry, who had worked as

RADIO WAVES

CLASSIC FM's Friday evening review show *Classic Record* is sponsored by the Classical Medical Investment Group in a new six-week deal. The station's Sunday night classical concert show debuts this month, broadcast live from Salisbury's Ballroom Bar. **DAVID MELLOR's** offer to present **CAPITAL RADIO's** weekly *Musician's* report - was politely refused but his media assault continues with a guest spot on **RADIO 4's** *The Radio Programme* (Sat 9th 3.30-4pm). **STEPHEN MITCHELL** is appointed Managing Editor of **BBC RADIO 5** and **RAY BROWN/Walker** leaves the tech station to sign with RTL for transmission facilities during the last year. **CHRISTOPHER'S** hospital service **RADIO 5** needs a volunteer station worker 091-585-9230. **BBC RADIO 7** & **MONTECARLO** need a broadcaster 0517-44138 x294. The station with the most weekly news, **BBC RADIO 5** **REPORTERS WITH NEWS & SPEECH**, needs Producers and Reporters for its Latin, African, Europe, Asia/Pacific and World studios 061-264385. **BBC** is advertising a Radio Project Officer vacancy for its Glasgow & Forth at **BBC SCOTLAND** 041-204-1661. **RADIO 1's** annual Lifetime Feedback show Call The Controller is to be held by independent producer **DAVID** for the first time next January. **RADIO 1's** Saturday night (7PM) show can hear the **Blaine Brothers** recorded live at Birmingham Town Hall on **RADIO 2's** Night Ride (12-1pm). **THE** **Blaine Brothers** presents **RADIO 4's** new weekly men's magazine programme *The Locker Room* (Sat 5.30-7.30pm) which he describes as "a rough guide to manhood". **RADIO 5's** *Dropcap* **Weekwide** (Sat 7th 9-10.15pm) plays contemporary **Colin** music. **MICHAEL BOLTON** answers listeners' questions (hopefully including **Who Is It Supposed To Give Michael That?**) in **RADIO 1's** *Weekline* (Sun 8th 2.30-4pm). **Signal** **Edmund** explains his decision to retire from live performance in **RADIO 4's** *Backstage* (Sun 9th 4.05-4.45pm).

**** The 12th is **Erasure Day** on **RADIO 1** including an interview by **Siem Bates** (9-12.30pm) and a recording of the **Jay** concert at **Worshipers** **Open** (4-10pm). **** **TRAM** from Chicago dance station **WOLFE-103**, including two listeners, returned home last week after a 12-day UK tour broadcasting their morning show live from US bases. The 1992 Transatlantic Jam, funded by the US Defence Department, included concerts by **Lipson Williams**, **Ex-Gilchrist** and **Portrait**. **** **BBC RADIO** **LEICESTER** celebrates 1st, and **BBC** local radio's, 25th birthday on Sunday 8th. **** **Magical genius** **Jillian Gope** is the birthday guest on **RADIO 4's** *Midweek* (Wed 11th 9.05-11am). **** The **BBC RADIO** **COLLECTION** has released two new cassette, **Stockholder III** and **Seton Radio**. **** **CHOICE FM's** phone-in show *Talkline* with **Tony Sowell** returns on Wednesdays at midnight. **** **CAPITAL FM** launches a London Short Story Competition in conjunction with London Arts Board 071-240-4543. **** **CHOICE FM's** Soul Site Out at London's Hippodrome, headlined by **Boyz II Men**, sold out all 2000 tickets within four days of its announcement. **** **LBC** **WESTLIFE** has double its drive output, with a new weekly ten-minute slot at 1.30pm in **Frank** **Bough's** show provided by independent radio news production. **** Several conventional radio DJs really invited by the **BBC** to discuss their views on the industry with the **Radio 5** **Forum**. **** **British** **and** **ex-NY** **W/ Julia** **knows** presents a dedicated Sunday night radio show for America's **WESTWOOD ONE**. **** **Outgoing** **BBC** **WORLD SERVICE** **John** **Tove** set out his ambitions for the station's future in a speech at the Royal Institute For International Affairs. **** **Out** to **hatch?** **Which** **Star-making** **Home** **Committee** **radio** **group's** **Finance** **Department** **was** **staffed** **by** **a** **long** **team** **who** **claimed** **no-one** **else** **was** **around** **for** **two** **whole** **days** **last** **week?** **** **American** **producer** **Bill** **produces** **a** **newly** **adapted** **of** **Dawson** **Island** **Dance**,

but with pop stars such as **Talking Heads?** **Chris** **Frang** **choosing** **two** **records**. **** **Watch** **the** **Li** **Raiders** **match** **on** **Channel** **4's** **American Football** **this** **Sunday** **as** **the** **team's** **Rob** **Gelis** **also** **presents** **a** **Monday** **evening** **sports** **feature** **on** **Los Angeles' UCLA/USC**. **** **BBC** **1's** **Justice** **Long**, **RADIO 1's** **Travis** **Becken** **and** **ELIS** **FM's** **Nick** **Webster** **also** **work** **for** **new** **advent** **voice-over** **Agency** **Speak** **that** **specialises** **in** **post-vocalised** **products** **at** **the** **annual** **7th** **Italia**, **RADIO** **4** **was** **three** **wards**, **for** **Chris** **Morris'** **"On** **the** **Roar"** **stood** **and** **two** **crosses** **"Inevitable** **Belonged"** **and** **"The** **Master** **Of** **Nagadi"**, **while** **RADIO** **5** **was** **award** **for** **"Corcoran** **Group"** **as** **Best** **Children's** **Radio** **Programme**. **** **RADIO 3's** **new** **Finance** **Magazine** **Dee** **Woodland** **joins** **the** **Victoria** **and** **Albert** **Museum**. **** **a** **report** **by** **data** **monitor** **estimates** **that** **BBC** **RADIO** **could** **save** **£17m** **per** **annum** **if** **it** **reduced** **advertising**. **** **99** **new** **redundancies** **at** **BBC** **WESTLIFE** **will** **include** **radio** **staff** **in** **studios** **and** **on** **air**. **** **BBC** **Head** **of** **Broadcasting** **Research** **Peter** **Suggs** **is** **to** **leave** **early** **retirement**. **** **BBC** **RADIO** **SCOTLAND** **producer** **Lesley** **Edwards** **has** **won** **a** **1992** **Competition** **Audience** **Award**, **given** **to** **some** **under** **35** **who** **demonstrate** **outstanding** **commitment** **in** **their** **field**. **** **BBC** **RADIO** **GLoucestershire** **part-time** **recognition**. **See** **station's** **website** **presentation** **of** **the** **station's** **website** **show** **Evening** **Extra** **after** **unsuccessfully** **standing** **in** **for** **a** **weekend** **slot** **at** **short** **notice**. **** **New** **BBC** **WORLD SERVICE** **magazine** **Weekwide** **available** **on** **British** **Airways** **and** **Cathay** **Pacific** **flights**. **** **British** **Productions** **has** **re-established** **its** **Studio** **Two**, **recently** **used** **for** **production** **of** **RADIO 2's** **Chris** **De** **Burgh** **Story** **and** **The** **Living** **Blues** **series**, **and** **offers** **discount** **rates** **to** **RAF** **members** **071-445-4810**. **** **BRITVIA** **SUPERNOVA** **runs** **a** **Fly** **&** **Relatives** **contest** **this** **month** **asking** **listeners** **to** **justify** **a** **visit** **to** **a** **long** **lost** **relative**, **winning** **British** **Airways** **and** **British** **tickets**. ****

RADIO DIARY

- 12/13/14/15 **NEW** **CHOICE FM** **FIRST** **SOUL** & **HOUSE** **DEW** **WEEKENDERS** **with** **Phil** **by** **Geoff**, **Stan**, **David**, **John**, **Peter** **Hendry**, **Chris** & **Mia** **Davis**. **Tickets** **£80** **inclusive** **of** **travel** & **accommodation** 081-751-3969
- 13/14/15 **NEW** **RADIO** **QUEEN** **BROADCASTING** & **RADIO** **PRODUCTION** **WORKSHOP** **at** **Ceredigion** **College** **with** **20** **hours** **intensive** **tuition** **041** **791-580-6243/6074**
- 13/14/15 **NEW** **COMMUNITY** **BROADCASTING** **EDU** **1992** **organised** **by** **the** **Public** **Broadcasting** **Association** **of** **Australia** **at** **Albury** **Convention** **&** **Performing** **Arts** **Centre**, **Spynie**. **Info:** **021** **310-2999**
- 16 **NEW** **RADIO** **CEREDIGION** **on** **Shrewsbury** **commercial** **station** **starts** **broadcasting** **on** **16.4/101.3** **FM**. **Info:** **041** **68**, **Science** **Park**, **Ceredigion**, **Aberystwyth** **tel:** **0970-626426**
- 17 **NEW** **EDU** **WORKSHOP** **closing** **date** **for** **license** **applications** **for** **new** **ELR** **station** **on** **1176** **AM**. **Info:** **Radio** **Authority**
- 17 **NEW** **TRANSMISSION** **service** **for** **Sir** **Richard** **Francis**, **former** **MD** **BBC** **Radio**, **who** **died** **in** **June** **11**. **News** **at** **St** **Paul's** **Cathedral**. **Ticket** **admission** **only** **from** **Dr** **Marion** **Cookson**, **British** **Council**, **10** **Spring** **Gardens**, **London** **SW4** **2DR**
- 18/20/21/22 **NEW** **FIFTH** **ANNUAL** **NATIONAL** **CONFERENCE** **OF** **COLLEGE** **BROADCASTERS** **at** **the** **Grand** **Billaroon** **Hotel**, **Providence**, **RI**, **USA**. **Info:** **401-943-2225**
- 19 **NEW** **A** **CELEBRATION** **OF** **MUSIC** **RADIO** **show** **at** **the** **Red** **Rock** **Cafe**, **London** **with** **John** **Paul** **&** **Jonathan** **King**. **Tickets** **£15** **in** **advance** **(£12.50** **members)** **from:** **The** **Radio** **Academy**, **PO** **Box** **482**, **London** **W6** **4EQ** **tel:** **091-323-3237**
- 7 **BBC** **INDUSTRY** **RADIO** **ADVERTISING** **AWARDS** **at** **Concorde** **House** **Hotel**, **Park** **Lane**, **London** **tel:** **071-799-1566**

RADIO WAVES

CLASSIC FM claims that display of Serecki's Symphony no. 3 in his Classic Heraldic show helped the CD re-enter the Top 10 Classical Album Chart the following week *****
Keechester's **ORF** organized the second Norman Wisdom Golf Classic tournament to raise money for a local hospital's childrens salt *****
BBC RADIO **MEMBERSHIP** listeners donated

money to its charity appeal in return for having their favourite symms sung live on-air by the Leicester Philharmonic Choir *****
Follow up to **HELENY HARRIS**'s He-is-Polpdeer album N-100y Favorites is a new Decos mid-price release **Relief Classics** *****
SOFTWOODS RADIO has made two new Board appointments, Programme Director Jersey Scott and Sales

Director Nicki Hill, whilst losing Richard Morris and Robert Dible *****
New Aberystwyth station **RADIO CEREDIGION** opens 14 Nov *****
The first London church to use radio advertising, St Martin-in-the-Fields, is running a £2000 campaign on **LBC** *****

AIRMAIL - PRINTED PAPER