Pirate radio makes a comeback in England

Radio Caroline, 50 kw AM operated on ship in international waters, will beam pop music to Britain and Europe; Wolfman Jack heads staff of DJ's; Major Market Radio handling sales.

Radio Caroline, the pirate AM radio station that broadcast rock music to Europe during the 1960's and '70's, will resume operation this month from a ship anchored off the Essex Coast of England. The non-directional 50 kw station will have an adult contemporary format directed primarily toward Great Britain, but will include continental Europe as well.

Radio Caroline is now scheduled to sign on the air Nov. 28, after a two-month delay. The ship housing the station was hard hit by a storm as it moved into position off the Essex coast and the decision was made to add 150 tons of ballast in order to offset the imbalance of the craft's 300-foot transmission tower.

Announcement of the station's return was made in the New York offices of Major Market Radio, a broadcast sales firm that will handle all time sales for Radio Caroline.

Major Market's vice president for marketing, Ray Lindau, said that the station is seeking advertising from multinational corporations, "especially those doing business already in the United States. We think they can translate their success here into success in Europe, where a multinational medium has not been available."

According to Lindau, the venture is backed by "a group of private European investors who would prefer to remain anonymous." He said that there is no involvement of American individuals or corporations in the operation and dismissed a published report that Gene Autry, whose Golden West Broadcasting is the parent company of Major Market Radio, has a financial interest in the station. "We are international sales representatives for Radio Caroline," explained Lindau, "that's as far as it goes."

Lindau declined to estimate the amount of annual billing he expects Radio Caroline to draw, but predicted it will eventually outdistance London's Capital Radio, said to generate $34 million a year. "It has the potential of becoming the biggest radio station in the world, in terms of billing," said Lindau. He also would not release names of any advertisers the station has already signed, but said they include accounts in the hotel, fast food, magazine, apparel and cosmetics industries.

The new Radio Caroline will be permanently anchored in international waters, at