New Research Shows Radio Luxembourg No. 1 At Night

Radio Luxembourg says it is the UK's most-listened to evening station following research by Audience Selection which gives it a 2.3 million audience a week.

The claim is based on comparing the station's total audience with its UK competitors. Comments sales director Spike Milligan, "No single station can match our total audience within their area. We even have a bigger audience in our peak segment than Capital FM/London.

"The research shows that 75% of all adults listen to radio at some point in the evening and 60% of Luxembourg's audience listens to no other commercial station." Meanwhile, Radio Luxembourg MD Maurice Vass is leaving to explore "the new opportunities thrown up by the UK's broadcasting deregulation".

Vass, who has worked in TV and radio, says it is time for someone else to take Luxembourg into the new era. Vass details, "With its credible weekly audience, its long-established night-time service and the new RTL-International radio service becoming into satellite and cable homes all over Europe, the company is very sound and is poised to expand its role in the UK."

Kiss Sets Off Chain Reaction

by Hugh Fielder

Kiss FM/London is challenging listeners to come up with their own ideas for its Sunday-night show "Chain Reaction". Each record in the chain must have a connection with its predecessor and its successor. And the first record must have a connection with the last.

The first show, compiled by head of music Lindsay Wsker, features Lean On Me by Chub Nouveau followed by Ain't No Sunshine by Michael Jackson (both songs written by Bill Withers), Bechut Won't Hurt Me by quincy Jones (who produces Michael Jackson) and The Heat Of The Night by Patti Austin (quincy Jones' vocalist). "Stations will have to pay for the tape which offers the nicest opportunity for our customers to donate money to a range of charities under the Comic Relief umbrella."

Commercial Radio Ad Revenue Rises 3.2%

Commercial radio's gross advertising revenue for the year ending September 30, 1990 was £146.1 million, an increase of 3.2% over the previous year. Revenue for the quarter hit £36.8 million, down 2.1% from the previous period.

The Association of Independent Radio Contractors (AIRC) has revised the figures to include Newslink revenue.

Recall Chart Gets Test Run

by Paul Eton

The National Recall Chart--based on a record's popularity with the public rather than its sales--is getting a dry run prior to a spring launch in the UK.

At a time when the value of the singles chart as a playlist guide is being questioned, National Recall spokesperson Kelly Juby claims the new chart will be a better reflection of what people actually like.

Explains Juby, "A top 10 single, even a no. 1, is derived from a miniscule percentage of the population who have gone out and bought that record. Radio wants to cater for a larger percentage, and our own survey has found that the majority of radio programmers are realising that programming a station using the sales charts is the kiss of death."

Juby says the National Recall—which is compiled using prompted recall—shows that the best-selling single is not necessarily the one most people want to hear. "When Ice Ice Baby was no. 1 in the sales chart, it only peaked at 15 in the National Recall Chart. And if you took the 15-18 year-olds out of the survey, it dropped out of the charts completely."

The National Recall Chart uses a panel of between 1,500-1,800 people which it hopes accurately represents the UK population. Comments Juby, "Three-quarters of the population listen to at least two hours of music a week. We make random calls to build up our panel and we only use a panelist for three months at a time."

Juby says that several large radio companies have expressed interest in the chart, although no deals have yet been finalised. "Stations will have to pay for the chart, and it will be up to them to arrange their own sponsorship deals."

'Fab FM' Comes To Comic Relief's Aid

The mythical Radio Fab FM is coming to the aid of Comic Relief, with a cassette being sold exclusively through Our Price stores. All proceeds will go to the Comic Relief charity.

"The Big Red Tape"—is a parody of a radio station—although some stations and presenters may not see it that way—put together by Harry Enfield and Paul Whitehouse and featuring Ben Elton, Stephen Fry, French & Saunders (doing their ABBA impersonation), Smith & Jones and Leonny Henry as Theodolites P. Wildleboeste.

Rowan Atkinson describes the tape as "stonkuminous" and BBC Radio 1 DJ Steve Wright has already been incorporating parts of the tape into his afternoon programme.

Our Price buying and marketing director Tony Bennett says, "It has been enormous fun for us co-ordinating the production of the tape which offers the nicest opportunity for our customers to donate money to a range of charities under the Comic Relief umbrella."

"When is the new Talk Talk coming out?"

Find the answer in M & M's Quarterly Music Monitor

Music Monitor II will be published April 6, 1991 [issue 14]; Advertising deadline closes March 12.