

NOW RADIO

EVERY FORTNIGHT

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NOW RADIO

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Welcome to our Words-of-the-month for contemporary broadcasters....

SPONTANEOUS: Occurring, produced or performed through natural processes without external influence. Arising from an unforced personal impulse; voluntary; unpremeditated.....

SPONTANEITY: The state or quality of being spontaneous....

The exhibiting of spontaneous actions, impulses, or behaviour.....

Well, have you felt SPONTANEOUS today???

HOWARD G. L. ROSE

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NOW RADIO

LBC/IRN DISPUTE ENDED

A settlement has been reached at London independent station LBC, resulting in a pay package estimated to be worth around 20 - 35%.

Eight editorial and four engineering posts are to go.

Management at the station had been seeking a total of 34 job losses.

The new two-year deal with the ACTT and NUJ will give staffers 3% in the first year and 4% for the rise in the cost-of-living, which ever is the greater, in the second year.

Meal breaks and allowances for newspapers have been bought-out by management with a payment to each person entitled to such an allowance of £1,650.

The arrangement also included a promise that there would be no further redundancies - unless the now profitable operation - returned to a loss-making situation.

MORE NEWS FROM VIKING GROUP

For the first time in its history RADIO HALLAM is to abandon news bulletins which run up-to-the-hour and it will start them on the hour, in line with existing policy at fellow group stations PENNINE RADIO and VIKING RADIO.

In future, thirty seconds ahead of the hour, and a relay of IRN, HALLAM will run a 'teaser trailer' for local news headlines, which it will detail following the bulletin from London.

At VIKING some local news has been restored to Sunday schedules. They had been ditched two years ago as a part of the Hull station's bid to save cash.

PENNINE, meanwhile, now has local news bulletins running on weekdays until 6pm. They had ended at 5pm. The new policy at the Bradford operation matches the policy at Leeds' RADIO AIRR.

ROGER BROOKS, titled GROUP MANAGER for the VIKING group of VIKING, HALLAM and PENNINE, describes the decision to run HALLAM news on-the-hour as 'more logical'. The policy of running news from three or four minutes to the hour was a programming innovation of KRITH SKUES. It had, in Europe, been used by Dutch commercial station, RADIO VERONICA as well as scores of stations in the USA.

BMS AWARD PLAN

Following a recent one day seminar arranged by BROADCAST MARKETING SERVICES (BMS) for Traffic Departments of the 18 BMS represented commercial stations, TERRY BATE, BMS Chief Executive, has announced the institution of an annual Award to be made to the 'BMS Traffic Manager of the Year'.

BMS say this is in recognition of the vital part Traffic Departments play in the continuing growth of commercial radio.

The 14 members of the BMS Sales Team will vote for their Traffic Manager of the Year. The winner will be taken to London in December, entertained at the Independent Radio Advertising Awards Gala Dinner and presented with a cheque for £1,000.

LBC/IRN SPOT DEAL

National advertising spots may be sold around IRN bulletins in a new package for clients known as Network IRN.

Costs of IRN services to commercial stations may be reduced as a result of the arrangement.

The package will be sold by IES.

The plan is for LBC/IRN to keep the income for the commercials - though some larger stations are concerned that, whilst IRN costs will be cut, it may also hit their potential for regionally sold national airtime packages near to news bulletins.

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MARCHER 24 - HOURS

Wrexham commercial station MARCHER SOUND is now broadcasting around the clock with its own programming.

In the past the station had relayed programming from Liverpool-based RADIC CITY.

NO INCREASE IN RADIO AD SHARE

Commercial radio's share of advertising in 1986 saw no movement from the 1.8% of the total cake.

It represented £91 million income, up 11% on the previous year's figure of £82.

This was, however, a lower increase than the overall general increase for all advertising of over 15%.

COMMUNITY RADIO FORUM

The Community Radio Association is holding a London Community Radio Forum on Tuesday June 16th at Imperial College Students' Union, Prince Consort Road. The venue is behind the Royal Albert Hall and the nearest tube station is South Kensington.

The forum begins at 6.30pm and is open to all CRA members and those working for what the CRA describes as 'democratic, non-profit maximising community radio'.

The forum is designed to be an initiative to get things moving on the Community Radio front in London - with groups working together rather than in isolation.

TWO NEW BABIES FOR GWR!

As GWR RADIO BATH was launched at 6am on Friday May 22, listeners never suspected that another birth was underway too. As the sound of the new GWR RADIO BATH jingles boomed out on FM 103 the lady singing the tunes was giving birth!

MIRIAM STOCKLEY, a professional singer, recorded her contributions to the GWR jingle package only the previous Friday. GWR Chefs were worried that even then the launch of the station would have to be postponed because of a happy event but Miriam - heavily pregnant - battled through a 3-hour recording session despite her 'delicate' condition.

Then on launch day as her voice contributed to the opening of GWR RADIO BATH, Miriam was bringing another voice into the world at London's Bushey Hospital...a bouncing baby girl - Carly.

"It was exhausting to record a session at that time," said Miriam, "but having appeared on all the other GWR jingles, I felt I could not miss out on this set...."

MOVE SET FOR CAROLINE

Management of offshore radio station RADIO CAROLINE have sent instructions to the crew aboard the ROSS REVENGE to be ready to move to a new anchorage within a few days.

The move comes as a direct result of the introduction of the new Territorial Sea Act which places the pirate within United Kingdom waters and liable to arrest the moment that the law is fully enforced.

RADIO CAROLINE, and Dutch-language RADIO MONIQUE, will move to an anchorage around 19/20 miles off the Suffolk Coast.

At present the vessel is anchored in the Knock Deep Channel - and around 15-miles off the Essex coastline.

NEWS ?

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0536 - 514437

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SUMMER OFFER

NOW RADIO NEWSLETTER makes the following special offer to SUBSCRIBERS... Send us just £5 and we will send to you the following items:-

1 Copy 'THE PIRATES WHO WAIVE THE RULES' by JAY JACKSON

1 Copy 'REFLECTIONS - THE RADIO SOVEREIGN STORY' [Part One]

1 Copy C60 Cassette featuring SOLID GOLD RADIO SOVEREIGN airchecks including jingles, commercials, news bulletins, deejays, psa's etc from 1983

plus 1 Copy of our special reproduction of RADIO NEWS from early 1967 with items of news featuring Caroline South/North, Wonderful Radio London, Essex Radio/BBMS, Radio City, Britain Radio/355, Radio 390, Radio 270 and Radio Scotland...

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KETERING
NORTHANTS
NN16 0NW

CHEQUES PAYABLE: 'NOW RADIO'

SIMON DEE ON AIR

NIKE WATLOR, Mid-morning presenter at BBC RADIO SHROPSHIRE, interviewed SIMON DEE live last week during his 9 - 12 noon programme.

Dee spoke of his time with RADIO CAROLINE, as host of DEE TIME and the fact that currently he's writing a script for a motion picture.

Dee, who lives at Barnes, South West London, chose music for the interview which included 'Joanna' by SCOTT WALKER and 'Stay with me tildawn' by JUDY TZUBE.

Simon was in a BBC studio for the live interview.

BIGGEST-EVER FINE FOR SHORTWAVE PIRATE

The man who operated a shortwave pirate radio station, FREE MEDWAY TOWN RADIO (FMTR) was fined £600 plus £20 costs and had all equipment confiscated by Sheerness Magistrates Court.

The equipment included cartridge players, mixing desk and three separate transmitters.

Prosecutions were brought under the 1949 Wireless Telegraphy Act which makes it an offence to install and or operate such equipment without a Home Office licence.

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NOW RADIO COMMUNICATIONS

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AGED - 6 MONTHS
ON

CHRIS DREWRY
FOR NOW RADIO

It was for NOW RADIO last November that I first interviewed PAUL BROWN, the chairman of the then newly established ASSOCIATION FOR BROADCASTING DEVELOPMENT. At the time Paul spoke plainly about the objectives of the ABD.

Primarily he believed that there was an urgent need for a more broad based representation to both the Home Office and the Government over the future of all sound broadcasting in the UK. The Green Paper was of course just a proposal then, but Paul was anxious to bring all interested parties together to provide a platform for debate well ahead of its publication, in order to eventually secure space on the frequency spectrum for a whole range of radio station types - everything from parish pump to 24-hour rock. Most importantly Paul wanted to eliminate what he called the 'element of self-destructive bickering' that had for so long dogged the radio industry.

So now that the ABD is 6 months old, how far has PAUL BROWN gone to achieving his objectives?

"We indicated to the Home Office how the planned development of different categories of radio could best be advanced. We also suggested how different types of regulation could be applied to radio. As you know, the Government published their Green Paper on the future of radio at the end of February and, thankfully, it echoed our recommendations. Of course those recommendations were really the views of our members and the applicants to the cancelled 1985 community radio experiment.

"Another part of our informed opinion has been a series of meetings with leading figures in both the radio and electronics industries. To date I have met with representatives from the IBA, The CABLE AUTHORITY, MARCONI, PHONOGRAPHIC PERFORMANCE LTD, and, most recently THE MUSICIANS' UNION. And the HOME OFFICE BROADCASTING DEPARTMENT."

The fact that PAUL BROWN is not afraid to mix in such 'high circles' suggests that the ABD's Green Paper submission will make most interesting reading. How successful did Paul feel these meetings had been?

"There is certainly a mood of change in the air and this, in turn, has led to a feeling of real optimism among the would-be New Entrants I have met. However, I am a little concerned that there is still a very negative attitude from much of our industry. Firstly, the term 'Community Radio', when used as it often is in a somewhat patronising way, seeks only to regulate the creative, fresh, competitive and dynamic aspect of the would-be New Entrants to that of a tier of amateur status stations. Some of our membership includes advocates of worthy local and specialist services, but we also represent groups with the know-how, ability and resources to run much larger stations.

"Secondly, a couple of years ago our industry was highly critical of the lack of any real development in radio and the lack of commitment to radio's future from the Government - you know, everybody was saying 'we must have change!' Now, even with a Green Paper that outlines the choices available to stimulate such change, the industry still complains! For example: I was at the recent RADIO IN CRISIS meeting, where many special interest groups were putting their views forward at the

NOW RADIO

apparent exclusion of other special interest groups concepts of how radio could develop in the future! That is so negative because we have discovered, through our meeting with MARCOWI, that there is room for around a dozen stations in every county. Surely this should satisfy the demands of all the special interest groups?

"Another thing that really irritates me is the resistance from certain quarters of the existing IR system, many of whom were campaigning for change remember as far back as 14 years ago, and who now seem more concerned with fault-finding the Green Paper in order to protect their own self-interests. What they should be doing is formulating clear proposals that will give us an industry we can all be proud of. Furthermore, constraint of the overall development of New Entrants into the system - whether they be ethnic language station groups, former 'pirates' or embryonic 'local' groups - will not facilitate the Government's clear aims of broadening listener choice."

PAUL BOON is certainly a man of definite ideas, but he is also - and this is what's important - a man of action. The

number of professionals and New Entrants queuing side-by-side to join the ABD is proof enough of the confidence they have in Paul to 'get things done'. For my money he has done more in the last 6 months to stimulate genuine growth in the radio industry, than all the short-sighted clowns in the IBA, AIRC, et al have done in 14 years. Perhaps you ought to stand for Parliament next time, Paul!!

The ABD can be contacted at 79, Caling Croft, New Ash Green, Dartford, Kent, DA3 8PY.

FORMATS

HOWARD ROSE

There are so many variations on the theme of what, at first thought, is the same format.

'Solid Gold' - in many books, relates to oldies...now matter what. True, it does. But, if you were looking at providing a Solid Gold format, I'd suggest looking carefully at the variations and clever distinctions that can come from this one almost 'throw-away' description.

If you are going after an audience who enjoys 60's music, then you can play continuous sixties music, and be very different to a station located even

next door to you on the dial that also specialises in that very same time period.

How? Well, say your competitor is playing sixties music - and he's running off The Monkees, The Applejacks and Billy J. Kramer as well as Pet Clark, Val Doonican and Frank Sinatra, you could decide to avoid the more 'poppy' types like the Monkees, or the more MOR (middle of the road) songs of Ms Clark or Mr Doonican. Take that a step further and include material by the likes of The Who, Rolling Stones, Jefferson Airplane, etc, and you have a totally different sound - whilst still appealing to the audience who just love the sixties.

It is this kind of thinking, hopefully, that will have to be seen when and if UK radio is allowed to develop in the manner that DOUGLAS HURD wants it to.

Another clever variation on the oldies labeled format is to cater for an audience who prefer to hear the more MOR types anyway. There is a vast audience for this kind of music. Sinatra, Conn, Nat Cole, Andy Williams, Ray Conniff...they are all greats that would sound great back-to-back on one station.

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Another variation, which again would work well, would be what the USA calls 'Beautiful Music' where you play soft, lush orchestral versions of the classics by those same singers. Here the trick is to avoid too much talk, play as much as you can back-to-back and even have your announcer read commercials live rather than spoil the atmosphere with a 90-second screaming commercial on tape!

So, you see, we have a number of very distinct variations on Solid Gold. There are several more - amounting to around ten which I personally feel are clearly identifiable and workable in almost any market.

For Top-40/CHR, I think there are also some rather subtle alterations that can be made, to make your station stand out from the rest.

If CHR is aimed at the youth market - and the youth like to set the trends - help them. Do not just play one hit from the Top-40 after another, but once an hour, or more if you have guts, give them something by a new act who you feel (in your stomach) will make the grade tomorrow. Make the kids feel that you care about them by giving them groups that

they can identify with - be proud of - and that they can turn around to their classmates and say 'I love 'em...heard 'em last night on Radio XIX'

There are too few programmers of music in this country at the moment who are prepared to take risks. If you don't, and you just want to play safe, you'll not be credible with today's youth.

They take chances - so must you.

BGLR

SELLING...YOUR-SELF!

You hold down a daily airshift, you do a few PA's, you reply to the odd (so you get 'em like I do!) letters from listeners...but do you ever get involved in another area of your stations op?

Generally, I assume, indeed I know, the answer is 'no'.

For those working in commercial radio, it seems pretty strange that you never get involved in the most important department in your station...the sales department.

I don't recall if I have touched on this area before in NOW RADIO NEWSLETTER, but I do feel it is very important for DJs/Presenters to avail themselves of the station rate card, the latest JICRAR results

and join one of the sales team on a regular basis. Get out with the sales executive and meet the clients. Hear what they have to say, about their business, their thoughts on the station and so on. As important, is the fact that they are meeting one of the people who will be helping them to boost their sales. Care about them - they are paying your wages, lad!

You would be surprised at the number of broadcasters I have spoken to over the years who have little or no idea about the cost of airtime within even their own programmes..let alone the station as a whole.

I believe that it is wrong that more on-air staff don't actually get out and sell. At least, I would say, always carry around a copy or two of the current rate card - because you are always meeting with people who are potential advertisers.

You shouldn't try to get out of this one by saying 'it's not my job...it is...and really it is about time that more station managers realised that their jocks should be doing a little more than playing records.

After all, you wanted to work in radio...so why not work at radio...you'll find such involvement very rewarding.

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LASER SHIP MOVE

The 489-ton m.v. COMMUNICATOR, which housed LASER HOT HITS 576, has been moved to a new anchorage some 18 miles off of the French port of Dunkirk.

The vessel was towed by a tug boat commissioned jointly by the suppliers of the ship and representatives of the new financial backers and previous operating company.

Aboard the vessel are Captain BOB and United States DJ PAUL JACKSON. Other Broadcasters have either returned to the USA or are ashore. One has left the station officially and is now working in UK commercial radio.

The new financial backers have agreed to cover debts run up by the station since its relaunch last December - including to the suppliers of fuel, food and other provisions. DJs and Engineers will also be paid amounts owing to them as a part of the new package.

Some press reports had claimed that the COMMUNICATOR had been hi-jacked by creditors - a claim which has been explained by the fact that the tender company wanted to ensure it was repaid more than £25,000 owed to it - thus an agreement that the vessel should be moved away from the United Kingdom coast and nearer to their own centre of operations until both monies due had been paid. It would also permit the stations new owners to repair damage caused to the vessel, build a new antenna system and upgrade existing equipment.

An unconfirmed report says that the new backers may be looking at providing a stereo AM signal - though this may be unlikely for the return of the station, which sources estimate may be as little as three weeks time.

The selling of the station and the day-to-day operational control has been revamped under the latest ownership agreement.

When the vessel does return to the UK coast it is likely to anchor near to the RADIO CAROLINE ship, ROSS

REVENGE, off the Suffolk coast. Another alternative would be to anchor the vessel off of either Belgium or The Netherlands.

SOVEREIGN TESTS 'A HUGE SUCCESS'

Recent test-transmissions by RADIO SOVEREIGN from County Louth, Ireland, have resulted in hundreds of reception reports and many requests for details of advertising on the station, which will soon be providing a 12-hour-per-day service to North West England, South West Scotland and North Wales as well as County Louth on FM and the whole of Europe on shortwave.

The Solid Gold format station will be operated as a part of NOW RADIO COMMUNICATIONS - publishers of NOW RADIO NEWSLETTER and representatives of several other radio companies in the United Kingdom.

At press time it is not possible to detail the name of the station's Programme Director and DJ staff, though this should now be available in time for the next issue.

RADIO SOVEREIGN may also broadcast from a second Irish centre - also on three wavebands - and the company is seeking further outlets for its programming and promotions in Europe.

Reception reports are all being answered with an official confirmation letter and a detailed coverage map is being prepared. Advertising rates are being firm-ed-up during this week and sales contracts will be exchanged over the coming few weeks.

RADIO SOVEREIGN will broadcast 6am to 6pm seven days per week on 1521 kHz AM, 6240 kHz Shortwave and FM stereo. There will be a two-hour break at 1200 on Sundays when programming from RADIO RAINBOW INTERNATIONAL is carried.

Enquiries can be addressed: c/o Now Radio Communications, PO Box 45, Kettering, Northamptonshire, England, NN16 0NW. Telephone (0536) 51 44 37 during office hours. Messages can be left outside these hours.

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BBC MERSEY JOB

BARBARA TAYLOR, a 21-year veteran of the BBC has been named as the new Programme Organiser and Deputy Station Manager of BBC RADIO MERSEYSIDE.

Taylor joined the Corporation in 1966 as a secretary in the External Services Diplomatic Unit. She joined RADIO MERSEYSIDE's Education Unit in 1968.

Since 1981 she had been Producer of the stations Town & Around programme.

TOP JOB FOR PIRATE JOURNO

STEWART PAYNE, a journalist well known for his coverage of offshore radio news, has been appointed Chief Editor of SUNDAY TODAY.

NEW BOSS OF 3

JOHN DRUMMOND has been named as the person to take combined responsibility for BBC RADIO THREE and BBC MUSIC. His title will be Controller - Radio Three.

Drummond had been Controller of Music at the BBC.

POLITICAL POST

IAIN MACWHIRTER has been appointed the first Scottish Political Correspondent post in BBC RADIO SCOTLAND. He is 34.

JAMMING STOPS

VOICE OF AMERICA vernacular programming is no longer being jammed by the Soviets.

Earlier this year jamming of the Russian-language service of the BBC was halted.

MANCHESTER INDIE PROFITS

PICCADILLY RADIO profits in the six-months to the end of March were up by £67,000 to £253,000.

The company is paying dividends of 1.75p on its 'A' Ordinary shares and 0.87p on the Ordinary. This is the same amount as previous payments.

Investment income, a fall in IBA transmitter rental and a reduction in the Government levy helped the company's position.

CITY REPORT

Liverpool-based RADIO CITY reversed a half-year loss of £169,000 into a profit (pre-tax) of £72,000.

A further loss of £70,000 was recorded on the Beattie City Exhibition, which the station has now sold for approx £200,000.

The station will again pay no dividends to shareholders.

RED ROSE CHAIRMAN RESCUES NEWSPAPER

OWEN OYSTON, Chairman of the RED ROSE RADIO Group, has rescued the NEWS ON SUNDAY with a massive cash injection.

Previously he had been the largest single investor with a £100,000 stake in the left-wing journal.

The RED ROSE group is currently at the centre of a massive row with newspaper owners in North West England following its purchase of a freesheet newspaper which it will turn into a RED ROSE newspaper.

Other publishers are complaining that they are not allowed controlling interests in commercial radio stations - and the ownership of a newspaper by a radio station may put it at an 'unfair' advantage.

TRIAL

31-year-old HOWARD BEER has elected trial by jury at a hearing of Rochford Magistrates Court. He was given unconditional bail.

Beer faces two charges of carrying persons unknown to the RADIO CAROLINE ship ROSS REVENGE in October and November 1985. He is also charged with supplying goods to the station in November 1985.

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ROSE'S RAMBLINGS

I and many others find it increasingly difficult to come to grips with the fact that the IBA and the Home Office (as they are responsible for broadcasting...) are allowing certain D.R. stations to merge and link-up for as long as 10-hours per day - as in the VIKING/PENNINE/HALLAM situation. This is not local radio by any definition - it is some kind of cheap backdoor way into Regional commercial broadcasting. Radio Yorkshire....

Time really is running out for those of you who want to send your submissions in to The Home Office in response to the Green Paper, RADIO: CHOICES AND OPPORTUNITIES. The deadline for your responses is June 30th - and they should be addressed to Room 664, Home Office, Queen Anne's Gate, London, SW1H 9AT.

There are many items we have not had time to enter into this issue of the newsletter, due to the holiday. Promise that the next issue will make up for it, though - so watch for postman in a fortnight when we are back with you again! HGLR

BCR MEETING

Members of BROMLEY COMMUNITY RADIO met at the home of Chairman TONY BAILEY on Wednesday May 17th. The meeting began with the playing of an interesting tape compiled by DAVID KITTEN from BROMLEY HOSPITAL RADIO featuring street vox-pops with members of the public as to their feelings on the establishment of a genuine local radio service for Bromley. Opinion was fairly equally divided, although it was significant that all those interviewed in favour of such a station felt that CAPITAL, LBC and BBC RADIO LONDON were not really relevant for the Bromley area. Likewise, BBC RADIO KENT, and particularly INVICTA RADIO, for all its 'jingles' claims to be a service 'right across the county' where too far away to show any real interest in Bromley. This feeling was evident too in the many letters received by TONY BAILEY following an advertisement in the local 'Newshopper' inviting responses to the local radio idea. One letter sighted RADIO JACKIE as a good example of a truly local music, news and information service, and in order to be

successful with listeners and advertisers alike, this seems the most likely format the Bromley station will adopt.

A former BBC employee commented that the new station would have to carefully research who exactly it was broadcasting to and a young mother thought that special attention should be paid to the high numbers of similar 'mums' listening at home in the Borough.

It was agreed that although the station would probably have to be set up on a shoestring budget, the correct professional broadcasting approach would be necessary from day-one to instal confidence in potential advertisers and to give the operation credibility.

It was important to get advertisers on the 'side of the station' well ahead of its launch and to this end it was suggested a 'sock broadcast' presentation tape be made featuring music, local news and information and 'dummy' commercials in order to get the attention of all the bigger local businesses.

The proposed coverage area for the station is around seven or eight miles - enclosing a population of some 300,000.

Another meeting has been arranged for Wednesday June 17th and anyone wishing to attend should write 49, South Hill Road, Bromley, Kent, (01) 460 1141.

NOW RADIO

Dear Editor,

So, Mr High and Mighty **RON COLES** wants the Government to slow down any kind of timetable for allowing New Entrants in to compete with existing IR stations (**NOW RADIO**, issue 26).

Is it a question of the AIRC permitting an assumed god-given right to the ether, or is it a case of an organisation putting up its protective barriers to hide its members inadequacies?

I don't recall there were any cries of dismay from the BBC when Independent Radio started 14 years ago. What happened to fair competition, Mr Coles?

You can't have the cake of deregulation and eat it too...

Chris Elliot
PAMS JINGLES
Kent.

Dear Mr Rose,

On the assumption that your articles - **COUNTY HITS AT GREEN PAPER** and **IR BOSS COLES WANTS MOTHER HEW POLICY** (**NOW RADIO** issue 27) are accurate, may I say I am astonished at how ill informed some people who work in so called 'established radio' appear to be.

May I, as Chairman of the **ASSOCIATION OF BROADCASTING DEVELOPMENT** use **NOW RADIO**, to offer an open invitation to any IR Managing Director or any official of the **INDEPENDENT BROADCASTING AUTHORITY** who really care about the development of radio, to discuss the role of new entrants and to lay to rest once and for all these myths which are being reported so widely.

Yours sincerely,

PAUL L BOON
ABD
c/o 79 Caling Croft
New Ash Green
Dartford

Dear Sir,

I've only been a subscriber to **NOW RADIO** for a short while now, but I feel I must do what is for me an unprecedented move, and put pen to paper to tell you how pleased I am with your fantastic, brilliant, excellent publication. Living up here in Tamworth, it's only too easy to get cut off from news and going's on in the wide and wonderful world of radio. But in your magazine, I am kept fully up-to-date with every twist and turn and every aspect in our volatile medium. Also, unlike a lot of radio publications, it's unpredictable. There's nothing worse than magazines that have settled in to a rut, you know what you're going to read virtually before you've even opened the envelope it arrived in!

Something else which has also been sadly lacking in radio publications, until **NOW RADIO**, was comment. I mean lots of it! Not just a few lines in the Editorial, but comment and criticism that finds fear nor favour. Radio has long been in need of the championing voice, and in **NOW RADIO** it has found it. Long may you continue, and whatever you do, don't go 'safe'. Keep on pushing and plugging for those changes and highlighting faults in organisations and individuals. Keep chasing laxness and ineptitude within the industry. Oh yes, before I go, let's have lots more of **ROB CHAPMAN**, too. The man's article on the **ART OF THE DJ** in issue number 27 was nothing short of brilliant. I can't wait for his book!

Keep up the excellent work.

PS Keep up the offshore radio reporting and lots of articles like the **WONDERFUL RADIO LONDON FILES**...sheer brilliance, it was!

Dave Hardy
4 Ryton
Belgrave
Tamworth
Staffs

NOW RADIO

Howard G.L. Rose
Editor
Now Radio Newsletter
Kettering
Northants
England

139 Finglas Park,
Finglas,
Dublin, 11
Ireland

10 May 1987

Dear Sir,

I am writing to you about a couple of issues in connection with unlicensed radio stations. I hope you will publish my letter.

The unimaginative policies of the Governments of both Britain and Ireland with regard to the development of radio have led to a totally inadequate radio service in both countries. The consequent gap has been filled by radio stations not licensed by the Government and consequently not using frequencies allocated by the International Telecommunications Union.

One of the reasons for the existence of the ITU and for regulation of the airwaves by National Governments is to prevent stations interfering with each other. Unfortunately, as pirates operate outside this framework, the risk of causing interference increases, and this has occurred in many instances. Problems of interference with legal (and, in many cases, popular) radio stations have been documented on many occasions, including in *Now Radio*. For example, I note that the splatter caused by *Caroline* and *Laser* obliterates *RTE Radio 1* in South East England. As you will probably know, there are many Irish emigrants in the South of England and they listen to *RTE 1* to stay in touch with their homeland. There are also reports of difficulties receiving *BBC Radio 3* in the Crystal Palace area.

Here in the East Coast of Ireland, the problem is particularly acute, especially with regard to BBC stations. I have for example been complaining for over a year about a religious station operating in the Dublin area and run by a solicitor (!) which is interfering with *BBC Radio 1/2* on FM. But, there are also complaints relating to interference with *Radios 3* and *4*. An aerial contractor told me that the FM band in the Dublin area was a disaster area as a result of the pirates, and, even with high-gain aerials, good BBC reception cannot be guaranteed in the Dublin area anymore. This is an utter disgrace.

There are many other instances, although in some cases-- unfortunately not all--stations change their frequencies to avoid causing interference problems.

In the Dublin area, the biggest problems appear to occur in the sub-bands from 88 to 94.7 MHz. What many broadcasters do not appear to realise is that this sub-band is used not only for RTE's three services, but also to receive the three BBC services in this country, received from either Divis in Northern Ireland or several Welsh transmitters. It is also used by the various cable companies for relay purposes. The result is that, so far as I can see, it is

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not possible for any additional stations, other than those that should legally be there, to operate in this sub-band without causing some difficulties. But several do, and they do cause interference problems, including the one I have referred to above.

Essentially, what I am asking, through the pages of the *Now Radio*, is for the Irish Pirate Radio Stations not to use frequencies within the sub band from 88 to 94.7 MHz, and for those now broadcasting within it to move elsewhere.

At the same time, I would ask stations like *Caroline* and *Laser* to stop jamming *RTE* broadcasts, and for pirates in general to take whatever steps they can to avoid creating interference and if they cannot succeed in doing this, to pack it in.

What I am saying here may appear rather harsh, but, it must be said that when interference problems are created by cowboy operators, the pirates, far from filling the gap left in the legal radio service, simply become a nuisance and this only strengthens the case of the DTI in Britain and the Department of Communications in Ireland in acting against pirate operators.

A second issue, addressed particularly to the Irish stations, is, given the shortage of space on the FM band, to ensure good sound quality. There is nothing worse than a station taking up room on the band with appalling sound quality, for example, through over-modulating. If you cannot guarantee good sound quality, no-body will listen to you, because there are too many better stations readily available anyway.

Thirdly, many Irish stations have totally amateurish presentation. Such stations are a waste of space, and given the example set by *Radio Nova* and *Sunshine Radio* (before the American guy took over), there is no excuse and no place for amateurish presentation.

The existence of pirate stations who fail in these areas, is not justified, and these should give up. They are giving free radio a bad name and are doing its cause considerable harm.

Thank you for publishing my thoughts on the subject. I hope my letter sparks off some lively debate among your readers.

Yours Sincerely,


VINCENT KENNEDY.

NOW RADIO NEWSLINE (0536) 51 4437
SATURDAY 2 pm until MONDAY 9 am
(Telephone and telex)

NOW RADIO

OPENINGS

Vacancies are listed free-of-charge by NOW RADIO NEWSLETTER. If you have an opening which you would like listed, please send details in writing, to Openings, NOW RADIO NEWSLETTER, PO Box 45, Kettering, Northamptonshire, NN16 0NV....

RADIO CITY has a vacancy for a SALES MANAGER who could find him or herself earning between £25,000 - £30,000. City is the United Kingdom's second biggest IR station outside of London and is planning to take over the number one slot in the next few months. It's looking for an outstanding Sales Manager to develop and lead a highly professional sales force. The person appointed will be directly responsible to the MD for achieving sales targets and managing and expanding department which includes traffic and commercial production. The post calls for a dedicated and enthusiastic manager with solid achievement in operating a sales force and a firm commitment to modern sales training systems, research development and computer-based marketing support services. Full details are requested to be sent in strictest confidence to Terry D Smith, Managing Director, Radio City, PO Box 194, Liverpool, L69 1LD....

There are several openings available for enthusiastic SALES EXECUTIVES to build-up, develop and sell airtime for RADIO SOVEREIGN. The station will shortly be broadcasting 12-hours (prime time) into North West England, South West Scotland and North Wales on AM, plus Europe-wide on Short wave and locally in Ireland on FM Stereo. The station is seeking self-starters with a total commitment to commercial radio, a track-record and the ability to both reach weekly sales targets and maintain constant client satisfaction. Very Good Commission

will be paid. This is not a job for the desk-bound, but ideal for those wishing to travel and meet with clients. Knowledge of the potential in a commercial station with the ability to offer clients spot advertising, as well as DJ-endorsements, sponsored programmes and well-planned co-promotions are sought. Applications with full c.v. should be addressed: General Manager, Radio Sovereign, c/o Now Radio Communications, PO Box 45, Kettering, Northants, NN16 0NV....

PICCADILLY RADIO has vacancies for RADIO JOURNALISTS. The job involves bulletin reading, newsgathering and sports reporting. Salary is £10,000 per annum plus a profit-sharing scheme. Airchecks and CV's should be mailed to Programme Controller, Mike Briescoe, Piccadilly Radio, PO Box 261, Manchester, M60 1QV....

BBC vacancies of the moment include the following: SENIOR FINANCIAL JOURNALIST (Senior Producer) to work for News & Current Affairs in London. Salary £14,007 to £17,855. Closing date for applications June 12th. Ref: 3575....

BBC RADIO CAMBRIDGESHIRE has an opening for a NEWS PRODUCER to be based in Peterborough. Salary £10,412 to £14,725 plus annual allowance of £1,020. Ref: 3655....

BBC RADIO OXFORD needs a new PROGRAMME ASSISTANT and the salary ranges from £7,874 to £11,110 plus £597 allowances per annum. Ref: 3656....

For BBC vacancies, write to BBC Appointments, London, VIA 1AA or telephone (01) 927 5799 and ask for an application form. It is important to quote the reference number when writing or calling.

More vacancies next issue.

NOW RADIO

LOOSE ENDS

Dear oh Dear! CAPITAL RADIO, hard up? Despite announcing that they'll be paying an interim dividend of 2p per share after making pre-tax profits in the first six months of the current financial year of £1,536,000 (an 86% per cent rise, staff have been told in a memo that they cannot be provided with any new recording tape until the end of the current financial year!!!.....

SUSAN CHARLES, Canadian DJ-ette from CAROLINE has now moved south to the French/Italian border region to join SUNSHINE - a new FM'er in that neck of the woods. Also said to be at the new station is none other than ALAN WEST.....

No! No! In our last issue we stated that BILL McDONALD and DAVID MAKER would be joint managing directors of a new merged operation of RED ROSE and the VIKING Group. It turns out that DAVID MAKER would be the Group Chief Executive and it's really as simple as that. Well, I thought it might.....

SEVERN SOUND and CENTRAL TV have joined together for a summer of promotions, many involving the SEVERN SOUND SHOWMOBILE. TV stars will appear at the radio stations venues and jocks will be seen wearing outfits displaying the logo of both the radio and tv operations. Listen, how far can this idea go? EDDIE VICKERS making guest appearances in CROSSROADS??? At least, I hope, he wouldn't forget his lines!!!.....

Interesting point from our regular and active contributor ROB CHAPMAN about his recent article entitled 'The Art of the DJ'...Rob wishes it to be known that his article was not a top ten of disc jockeys and you should not have thought that because one name appeared ahead of another he was rated, by Rob, any higher than a

person spoken about later in the most interesting feature.....

Your Editor and family have just returned from a fabulous holiday (and thank's to all who left messages hoping we had a good time)...must admit it was rather lacking in radio listening - though did manage to grab a few moments with the likes of BBC RADIO CORNWALL and BBC RADIO DEVON. A most compulsive Saturday morning request show was noted on BBC RADIO DEVON with a chap who had a really strong regional accent and who claimed he was not hosting his show for the rest of the summer due to the amount of work required to be done on his farm! I kid you not!.....

The holiday, by the way, also means that we are somewhat behind with our administration - so if you have written to us recently - please do allow some extra time for a reply or response. Those who have contributed material may also find it has had to be held over until the next issue. The vacation ended, we were all working away from early Sunday evening on getting this issue together.....

Hardly has he had time to wash off the salt from his kneecaps and ANDREW TURNER is again news-reading. This time, rather than bobbing up and down aboard LASHER HOT HITS ('It's what the off/on button was invented for...') he is working at INDEPENDENT RADIO NEWS. Perhaps the best time of the year for offshore jocks to jump ship as there are many stations seeking relief broadcasters to cover for holidaying staffers....

That JOHNNY LEWIS lad was due to come up to see us this weekend, but was unable to join us for much the same reason. The lucky fellow, now with RADIO WYVERN (Worcester), is now sitting in on the breakfast programme and doing a mighty fine job too! Just like old times, matey!!!?!!.....

NOW RADIO

A FUTURE FOR RADIO SEALAND?

The passing of new legislation in the UK Parliament means that, with no debating of the issue, British territorial waters have been extended from the traditional 3-miles to 12-miles.

So, you may ask, what has this to do with broadcasting?

Well, as well as the RADIO CAROLINE operation already well established aboard the mv Ross Revenge, there is another radio enterprise, though not yet broadcasting, which will be looking at the implications of the new law with the best legal advisors in the world.

I'm talking about Sealand. Sealand is the former World War 2 anti-aircraft fortress situated off the Suffolk coast which has been occupied by the Bates family (Roy & Joan and their son Michael) since 1967. They have declared it the Principality of Sealand, and despite some claims to the contrary, it has all the requirements of an independent

kingdom.

Last year Sealand hit the headlines when Sealand said it would be licensing three commercial radio stations - stations which would operate with aroud 50kW transmitter power and cover much of England, as well as the Benelux and beyond.

Scores of applications were received from potential commercial radio broadcasters and as things stand at the moment, work is progressing on establishing the first stations later this year.

Sealand is seven miles from Harwich and, if it had not been declared a new ministate, would have been within the newly declared UK waters. But the Bates claim that their decision to also claim territorial waters - though only to the extent of three miles - saves them from the possibility of an armed takeover of their territory by United Kingdom forces.

All that the United Kingdom can now do is take the issue, if it wants, to the

International Court. It knows that Sealand exists, it forces its population and visitors through immigration controls, customs and the like and pretty well recognises it is there and will not go away.

The UK also claims that the new law was not past to hit at offshore radio - whilst the DTI likes to warn it "would consider taking action against broadcasting from Sealand..." under the Marine (etc) Broadcasting Offences Act 1967.

There are many who would like to hear RADIO SEALAND and see it become a success - not least those who have followed the Bates' dream of the last twenty years.

It's not just an issue of interest to the broadcast industry - but to legal boffins from around the world.

Legally ROY BATES is right - though a country that passes a new piece of legislation to extend its coastal waters with no public debate might also forget democracy on this issue.....

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LABOUR GOVERNMENT WOULD BE BAD FOR UK RADIO INDUSTRY

If a Labour Government was returned in the General Election, there would be no development of United Kingdom sound broadcasting - indeed that party is looking at imposing new and strict controls on the media in general.

That's the warning from and to the radio industry only days away from polling in the '87 election.

The Conservative Party has a strong line - backing the radio industry's call for a 'lighter touch' and more stations - especially localised, specialist and community operations.

However, it does appear that the Conservatives may hold back the legislation for such development until the 1988/9 Parliamentary year - unless they are pressurised into introducing a change in the situation earlier.

Submissions in response to the Green Paper must be delivered to the Home Office by June 30th...

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SOLID GOLD RADIO SOVEREIGN (1983)!! 60-minutes on cassette featuring some of the top-deejays, the quality jingles, commercials, PSA's, news bulletins...Send just £1.50p to: Now Radio, PO Box 45, Kettering, NN16 0NW.

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G'LINERS: Send request for latest catalogue on station letterhead or £2 to G'Liners, 1237 Aracost Avenue, Suite 6H, Los Angeles, California, CA 90025, USA.

NEW ENTRANTS

THE ASSOCIATION FOR BROADCASTING DEVELOPMENT offers membership to all potential new entrants and existing broadcasters. Send for free details: ABD, 79 Caling Croft, New Ash Green, Dartford, Kent, DA3 8PY.

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PUBLICATION

REFLECTIONS - The Radio Sovereign Story (Part One), covering the start-up in May 1983 of this unique station. Contains 24 pages (A4) including illustrations (rate cards, listener letters, PR material, schedules, etc. Send just £1 for your copy: Now Radio, PO Box 45, Kettering, Northants, NN16 0NW.

VACANCY

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