

THE Magazine for Today's Radio Industry

Now Radio

JULY 14, 1987

ISSUE # 31

MOVE FOR EXPERIMENTAL LICENCES

An idea proposed in the NOV RADIO COMMUNICATIONS submission to the Home Office in response to the Green Paper on Radio - that a number of Experimental Licences should be issued to Radio groups able to broadcast without delay as an interim measure ahead of an organisation of the whole industry - has been supported by the COMMUNITY RADIO ASSOCIATION.

The CRA have announced they are to begin putting pressure on the Home Office to issue both further Special Event Licences and allow Community Radio stations permission to conduct 'test transmissions'. As pointed out in NOV RADIO, issuing Experimental Licences requires no new legislation as this can be carried out as per the Wireless Telegraphy Act 1949.

Allowing a number of established groups to take to the air would both assist and keep the idea of a new force

in sound broadcasting alive, whilst allowing these new entrants' to gain valuable experience and showing the rest of the industry how they could fit-in alongside existing ILR and BBC services.

Issuing Experimental Licences would also prevent any possible increase in piracy which might arise as the result of a continued delay in introducing a Radio Bill to Parliament.

RADIO FESTIVAL

This issue of NOV RADIO NEWSLETTER is being circulated by NOV RADIO contributors at THE RADIO FESTIVAL in Bristol.

If this is perhaps the first time you've seen a copy - let's hope it won't be the last!

Subscription rates are on page 2. Orders should be sent to NOV RADIO, FREEPOST, KETTERING, NORTHANTS, NN16 0BR. NO STAMP REQUIRED.

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THE Magazine for
Today's Radio Industry

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EDITORIAL COMMENT

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TUESDAY JULY 14, 1987

The dust settles following some 450 submissions to the Home Office in response to the Green Paper, Radio: Choices and Opportunities, and around the country scores of potential Radio operators are asking how long will it be before they are allowed to switch on their transmitters legally.

One man at the Home Office has to read through, reply to and draw up a summary for the Home Secretary before September. In October he will expect a formal response from the Home Secretary.

There is talk of another delay. Perhaps caused by such as the IBA and AIRC asking for what is described as a need for a *Transitional Period*...or a delay because some clown has decided it might be an idea to lump development of Radio with that of TV. A TV Green Paper is nowhere near being put together - so let's hope that idea is dropped - fast!

Around the country there are many professional and organised people ready to offer the consumer further choice and the broadcaster a new outlet for his/her talents.

Those who call for delays are simply not 'cut-out' to be involved in a competitive, creative and (what should be) ever developing medium. Let them go and sell fish and chips! Let's see pressure put on the Home Secretary to really move ahead without delay and introduce changes sooner rather than later.

HOWARD G. L. ROSE

Independent Radio

Now Radio

CAPITAL READIES EXTENDED CFM OP

CAPITAL RADIO is preparing to extend its Sunday's only CFM 'yuppie' station on 95.8 MHz to a full weekend Radio service within a short period of time.

The move comes shortly after the Home Office agreed to extend the split frequency transmission experiment for a number of Commercial and BBC Radio stations. The experiment allowed for up to 10-hours of separate programming per week.

Now it appears, without waiting for a final decision following the submission of responses to the Green Paper on the future of Radio, the Home Office will be giving permission for an extension of the arrangement - both in hours - and more than likely - the number of stations carrying out the function. Whilst happy with its profitable Sunday-only CFM service, CAPITAL is delighted that it will be able to offer the service to its audience and advertisers for the whole weekend and the station is said to be already looking at running CFM 7 days per week before too long.

IRN OWNERSHIP RE- ARRANGEMENT

INDEPENDENT RADIO NEWS is selling 60 percent of its shares, worth a £1 million, to the subscribing ILR stations in a new financial structure approved by the IBA last Thursday (July 9) at a meeting in London.

LBC, which until now operated IRN as a wholly-owned subsidiary, is to keep a 40 percent stake in the news service and will remain its biggest shareholder.

IRN has been financed pro-rata to the advertising revenue of the ILR companies - which are all obliged to subscribe to the service.

The new move brings IRN into line with ITN, which is wholly owned by the 15 ITV companies.

The IBA also approved the NEWSLINK advertising project, where IRN will sell 30-second commercial spots around four primetime IRN bulletins

on the majority of ILR stations. IRN say this will help pay for their service and should also bring costs to subscribers down.

The IBA said, "It is expected that the great majority of ILR stations will take up their share allocation and also take up the NEWSLINK opportunities."

HOME SECRETARY ON BROADCASTING

DOUGLAS HURD CBE, MP, The Home Secretary, addressed The Silver Jubilee Dinner of the ENGLISH SPEAKING UNION on Thursday. On Radio he said, "Radio is set for revival. The Consultation period on our Green Paper has just ended. But while we sit through the detailed comments it is clear that a prospect of wider choice and diversity is opening. At a national level we can look forward to new national services, independent local radio can expect a loosening of the leash against which it chafes; and the opportunity exists for creating a new dimension of community broadcasting. Loosening the controls on such a powerful medium does not come easy to anxious politicians, but the remarkable expansion in the availability of radio frequencies offers far more scope for consumers to choose. Public Service Radio broadcasting will be maintained through the BBC but the restrictions placed on independent broadcasters can and should be reduced. The increased availability of frequencies makes it right to look to a much lighter regulatory regime and to giving freer rein to listeners' preferences."

BBC APPOINTMENT

JOHN TUSA, Managing Director of BBC EXTERNAL SERVICES, has appointed SAM YOUNGER as Head of Current Affairs for the BBC WORLD SERVICE. YOUNGER replaces ELIZABETH SMITH who has moved to take up the position of Controller - English Services.

IBA REJECT MAJOR RADIO MERGER DEAL

Permission for a merger of RED ROSE RADIO GROUP and YORKSHIRE & HUMBERSIDE INDEPENDENT RADIO has been refused by the INDEPENDENT BROADCASTING AUTHORITY.

An IBA Panel held an interview with RED ROSE Chairman OWEN OYSTON and YORKSHIRE & HUMBERSIDE Chairman MICHAEL MALLET. The two were being proposed as co-chairmen of the new company.

The IBA said that as a result of the meeting it could not see any financial, or other, imperative which would justify the merging of the two operations.

RED ROSE owns RADIO AIRE in Leeds, RED DRAGON in Cardiff and RED ROSE in Preston. It also managed to buy around 30 percent of the shareholding in Bradford's PENNINE RADIO earlier this year when it was trying to take over that station. That move led to the YORKSHIRE AND HUMBERSIDE INDEPENDENT RADIO company being formed and included PENNINE RADIO, VIKING RADIO in Hull and RADIO HALLAM of Sheffield. The latter three stations have been sharing evening programmes from 8pm - 6am daily in recent months.

The IBA rejected the amalgamation of the two groups as it claimed they were financially healthy and it would lead to other similar merger proposals from other parts of the country - something the IBA appears to wish to avoid at the moment during its battle to keep control of commercial Radio following the publication of the Green Paper.

As well as huge legal bills and costs of accountants reports to pay a decision now will have to be made by RED ROSE of what to do with its shares it holds in PENNINE RADIO. The Group had intended to merge RADIO AIRE and PENNINE RADIO and make one station serving West Yorkshire. Now it appears that the shares it holds, over a third, will be sold back to the YORKSHIRE AND HUMBERSIDE RADIO grouping. RED ROSE had also been looking at taking over other IR stations around the country in recent months.

OFFICIAL CONFIRMATION ON SPLIT FREQUENCY BROADCASTS

As reported several issues of 10V RADIO ago, the Home Office is to permit 8 Local Radio stations to continue offering Split-frequency transmissions.

The new Minister with responsibility for Broadcasting, TIMOTHY RENTON, has officially stated that the six IR stations and 2 BBC Local Radio stations can carry on providing separate programming on Medium wave and VHF/FM for up to 10-hours per week.

A major row had been boiling - heated by angry potential New Entrants - over the fact that stations had continued offering such a service beyond the end of the official 12-month experiment.

They see it as taking away an opportunity which could have been fulfilled by themselves and other new broadcasters - and with services such as CFM (a Sunday yuppie service of CAPITAL RADIO in London) being little more than stations having one licence for two separate services and denying choice and opportunity.

CASH-CALL FOR BBC EXTERNAL SERVICES

In a bid to boost the United Kingdom's 'cultural diplomacy' around the world, the External Services of the BBC should be given much more Government funding, says an all party group of MPs in the House of Commons Foreign Affairs Select Committee.

A report, just published, accuses government of using cultural diplomacy to promote political and economic aims rather than as an end itself.

In praising the BBC EXTERNAL SERVICES, the committee said it has earned Britain a reputation of offering a Radio service which is 'fair and impartial' in its reporting of news and current affairs. It calls for Government to plan ahead its funding for BBC EXTERNAL SERVICES. The BBC had asked for only £1.5 million per year - saying such an increase in its budget would make a 'significant difference'. The committee called this figure 'modest and trivial'.

IMPROVED CURRENT AFFAIRS COVERAGE IS DEPUTY BIRT'S AIM AT BBC

The newly recruited Deputy Director-General of the BBC, JOHN BIRT, is looking carefully at establishing new specialist teams of journalists to provide the Corporation with improved and detailed analysis of politics, current affairs, foreign affairs and home policies.

Following a 5-day conference attended by more than 30 senior editors and managers the BBC is also expected to extend co-operation on news and current affairs programming between Radio and Television services.

BBC CUT LOCAL RADIO DEVELOPMENT PLANS

The BBC is not building all 8 proposed new local Radio stations in England after all. Instead, whilst some projects already under way will be completed, the rest will be operated as small-scale opt-out services from existing stations. An example is RADIO NORFOLK will operate an opt-out service identified as RADIO SUFFOLK.

Where new station building programmes are underway, such as in the case of WILTSHIRE, far fewer staff will be employed and far fewer hours of locally originated programming will be offered.

Another decision at the Corporation is to reduce staff at some of the existing stations, particularly BBC RADIO LONDON, RADIO MANCHESTER and BIRMINGHAM and move some to the new stations to save on costs of recruiting new staff from outside the BBC.

BBC GREEN PAPER REPLY... AT LAST!

The BBC has responded in public to the content of the Government's Green Paper on the future of UK Radio services - a fortnight after the closing deadline for submissions. The Corporation says it admits it will be forced to surrender at least

one of its main frequencies in order to permit the introduction of a new series of National Radio stations, operated commercially.

At its submission, the BBC says it would have to look at giving up the AM channel now occupied by BBC RADIO THREE on 1214 kHz. More than that they say they would be very reluctant to surrender.

The BBC's Managing Director of Radio, BRIAN WENHAM, said that the Corporation accepted that change had to come and it would be grossly wrong for the BBC to stand in the way of development of either commercial, public service or other non-commercial Radio services.

The BBC is also understood to believe it may lose its AM channels now used by RADIO ONE, especially with the introduction of an FM service shortly, and the almost across-the-board feeling that simulcasting must be ended. Sources at the BBC say it would be hard to justify RADIO ONE continuing to broadcast on the two wavebands when it already has such a massive audience on AM.

LASER RADIO GOODS WILL BE SENT

A spokesman for LASER HOT HITS Radio in New York has informed NOW RADIO that orders for items advertised on the station prior to the enforced closedown due to technical and financial problems will be met and orders will be sent to those listeners who wrote to New York as soon as possible.

The station is off the air at the moment and anchored off the coast of France.

Further information appears in our OFFSHORE RADIO section of NOW RADIO.

NOW RADIO

NEWSLINE

0536

51 44 37

SAT 2pm - Mon 9am

RIFT HEALED BY CRA

At its recent Annual General Meeting, the COMMUNITY RADIO ASSOCIATION managed to heal a massive rift in its ranks which had threatened to split the organisation over the issue of giving priority to Afro-Caribbean and Asian Radio projects.

Measures proposed by the CRA's Black Advisory group, unsuccessfully proposed at an Extra Ordinary Meeting recently, were carried by the Bristol conference.

CRA ACCUSE HURD OF DRAGGING FEET...

The COMMUNITY RADIO ASSOCIATION says the Home Secretary, DOUGLAS HURD, is dragging his feet on Community Radio, and there is no winning post in sight for aspiring broadcasters.

Their message is contained in their submission to the Government in reply to February's Green Paper on the future of Radio.

They say it is now 2½ years since the Government promised licences for the first Community Radio stations, yet the recent Queen's speech to Parliament promised no legislation, and there is still no Government timetable for issuing licences.

BEVAN JONES, Chairman of the CRA, said, "There are no excuses left for delay. We want to get on with it."

The CRA document attacks the Government for failing to give a timetable for the introduction of Community Radio, saying that a clear timetable would give bona fide groups a framework for planning their own development and securing community support.

"The Government should legislate for diversity in the Radio system as soon as possible," said BEVAN JONES, "Community Radio must be given priority over other developments. And when it comes to the awarding of new licences, the unmet broadcasting needs of Afro-Caribbean, Asian and other ethnic communities must put them at the head of the queue.

"The Green Paper accepts the demand for neighbourhood and community-of-interest stations, but fails to

distinguish them from national and commercial stations. At a time when national attention is focused on the inner-cities, the Government would do well to recognise the real benefits that genuine Community Radio can bring. It can give a sense of identity, promote community involvement and support community enterprise.

"This is one good reason why the proposed ban on public funding for Community Radio is unwise and unworkable."

JONES explained that the COMMUNITY RADIO ASSOCIATION had consistently argued that stations should not become dependent on one source of income - but the proposal in the Green Paper that public funding should not be permitted - would pose an unnecessary obstacle in the path of disadvantaged communities and disenfranchise local voluntary and community groups.

"Community Radio, properly introduced as a new and distinct tier of public service broadcasting, offers by far the best way of increasing choice for the listener and putting some fizz into the Radio scene. There are no excuses left for delay...we want to get on with it," concluded JONES.

+++++ AMERICAN RADIO AIRCHECKS

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AIRC RESPONSE TO RADIO GREEN PAPER

The trade association for all the UK's ILR stations operating under franchise to the IBA, AIRC, delivered a 13-page submission to the HOME OFFICE with its official response to the Government Green Paper published last February.

AIRC arose at the final wording of the document after some often bitter meetings of members from the country's commercial Radio services. The ILR response was formulated by AIRC sending all station bosses a copy of the Green Paper the day it was published by DOUGLAS HURD. Within a week AIRC provided its members with a detailed commentary which showed, clause by clause, how it sat with the association's policy and earlier submissions to the HOME OFFICE on the Radio issue.

The AIRC Council considered the Green Paper at meetings held on April, May 13, June 24 as well as at a special general meeting of all member companies on May 14.

A delegation from the AIRC Chairman's Committee met with DAVID MELLOR, then Minister of State at The HOME OFFICE with special responsibility for broadcasting.

The AIRC's final document says that there is a demand for one authority for all Radio - but there is no support amongst its membership for the CABLE AUTHORITY option. On whether the IBA should continue to act as Headmaster, AIRC says it reserves its position over the respective merits of that Authority continuing to regulate non-BBC Radio. It has the same opinion for a new authority being established.

AIRC rejects the idea of two frequency planning authorities and recommends that there should be a single planning authority overseeing the use of all Radio spectrum and reporting to The HOME OFFICE.

The association calls on the Government to push ahead towards controlled de-regulation in three separate phases. First it wants to see a new style of 'light touch' regulation being applied to the existing Independent Radio stations

now broadcasting. AIRC says this would allow the regulators time to get acclimatised while dealing with experienced, established Radio operators rather than new ones it says will need greater guidance.

In the second phase AIRC would like to see the first of the new local licences granted, with initial preference being given to areas not at present served by INDEPENDENT RADIO or BBC LOCAL RADIO, e.g. The Shetlands.

In the final phase Local Radio licences would be granted in other areas where the authority "is satisfied that there is a reasonable likelihood of viability without damaging existing services."

The association rejects the creation of National Commercial Radio services. However, this is not a unanimous decision, with certain of the larger members such as CAPITAL RADIO and RED ROSE RADIO making their own views known to the HOME OFFICE on the subject individually. The official AIRC view is National Commercial Radio would hit hard at the existing station's advertising revenue potential, saying that as much as half the industry's income would be placed at risk by the introduction of a single new national station.

DBS satellite space should be used for programme distribution, as in the United States, and not for direct broadcasting to consumers. The association says this would be possible if there were greater flexibility in telecommunications regulations than there is at present. The AIRC hit major problems with BRITISH TELECOM over the live simulcast with CHANNEL 4 TV in 1986 because of regulatory problems.

AIRC says there must be a major change in the UK music copyright situation and does not agree that special terms may be reached between the various copyright bodies and the aspirant Radio operators. It points out that the IR stations pay PRS more than £6 million per year - and a small IR station pays £2 each time a disc is broadcast, a medium sized station pays £6 and CAPITAL RADIO pays £30 per play. AIRC has been

challenging the situation in the Courts for eight years, but says that the expensive litigation has not brought its members any relief. In talks with PPL, AIRC says it has called for a tariff applicable to all broadcasters and based upon population. They, the AIRC, claim that PPL's response to them, to date, has not encouraged them to think a negotiated solution is achievable.

The matter of logging music played, with copies being compiled for all programming and sent to PRS, PPL and MCPS, also is dealt with by AIRC. It says that this is a severe administrative burden on existing stations and would almost certainly be out of the question for such smaller stations which the Green Paper envisages.

The cost of buying, installing and operating one's own transmitters for smaller stations, claims AIRC, would be unaffordable. It also points out that larger stations have already, in effect, paid for their transmitters (to the IBA) time and time again. AIRC says, "The important principal AIRC wishes to enunciate is that smaller IR stations must not be disadvantaged by the change of system and that a mechanism has to be found by the Government to ensure this. Such a mechanism will be one of the most important elements of the "transitional arrangements" to which the Green Paper refers more than once, but does not specify."

The association requests the Government to carefully work out transitional arrangements that allow existing operators to smoothly fit into a new style of regulation whilst not being at a disadvantage because of, until now, heavy costs imposed by IBA regulation and requirement, such as in staffing levels and programming costs, etc.

Instead of agreeing to the proposal in the Green Paper that Simulcasting should end - and make available scores of channels for immediate use by New Entrants, AIRC calls for the reverse. It wants the Government to allow all IR stations to be able to operate 'frequency splitting' - offering two separate programmes by one company.

The HOME OFFICE has been approached by AIRC to agree that all existing IR station contracts should be extended until a common date, i.e. 1996, when the last of the current franchises with the IBA expire. In its submission AIRC says, "This would be another valuable element in the transitional arrangements in relieving anxieties among staff and shareholders. It would also coincide with the availability of many of the new frequencies."

Rolling Contracts, with routine renewal and withdrawal for serious breaches of the regulatory code after one formal warning is suggested by AIRC.

Saying that the Broadcasting Act 1981 does not require it, and the Green Paper suggests the abolition of it, AIRC says there should be an end of the joint advertising copy clearance operation for both commercial Radio and TV. AIRC says this costs the IR system some £90,000 per year. It would, says AIRC, provide an early test of the Green Paper's concept of 'greater self-regulation'.

Claiming that existing commercial stations need to retain both AM and FM transmitters to reach their entire service areas, AIRC says that both wavebands should continue to be used by IR stations.

It asks that the term "Simulcasting" not be used in future - saying that to Broadcasters this means the simultaneous transmission of the same programme on television and Radio. "If an alternative term is needed we proffer "dual frequency broadcasting." says the AIRC.

Welcoming the fact that the Green Paper recognises that successful IR stations will not abandon their present programme formats simply because they will no longer be required to do certain things under the Public Service ethos, AIRC says many member stations would automatically retain much of their present output such as local news and information, "deep involvement with the communities it serves and direct social action..."

Scant mention is given to non-IR/non-BBC services (such as

proposed by the Green Paper and including Community Radio/Public Access Radio, Specialist Music, Ethnic and Neighbourhood, etc, etc) with the line, "The intention to encourage stations of a wide range of sizes and styles in the non-BBC sector is welcomed...the possibility of links between existing IR contractors and new, smaller local stations in their areas...can be mutually beneficial to both types of station and thus give better services to listeners."

The 'Promise of Performance' criterion is welcomed, but the contention that non-BBC stations should be required to carry 'public service announcements', in the association's view; "we feel that mandating of any programme material sits ill with the overall light regulatory regime which is envisaged."

Foreign ownership (ie non-BBC) is dealt with. AIRC members say such holdings should not amount to more than 20% of the equity in any one station. It calls for an official lifting of restrictions on Radio companies investing in other businesses - including media businesses. Changes in ownership, which would result in one company controlling more than 10 licences, or 10% of the licences in existence at the time, (whichever is the greater), should automatically be referred to the regulatory authority.

HOW RADIO COMMENT:

The submission of the AIRC was very much as was expected by most of the existing Radio Industry, and those waiting on the sidelines for their chance to offer services alternative to those now being provided by IR.

It is also known that there was much disagreement between AIRC members on the final wording and content of their Green Paper submission - such as CAPITAL RADIO and RED ROSE RADIO wanting to see National

Commercial Radio established...

The reader will probably be left feeling that although AIRC agree that 'changes will come...' they wish to extend the protectionist nature of their industry for as long as possible, and when new services are allowed in areas already with IR stations, those new services may only be allowed on the air, if they are not to 'harm' the IR station. In other words, they do not want commercial competition in what is supposed to be a commercial enterprise.

Selfish is another word to describe AIRC's submission. Claiming that IR stations must have both AM and FM transmissions to serve their entire areas - and not stopping at that, but also saying that IR stations should be allowed to broadcast separate programming on each waveband - two Radio stations operated by one company for one licence - hardly fair play!?! AIRC may represent the existing IR stations - but that 40-odd stations will be a very small MINORITY of broadcasters come the day of de-regulation and, some say, quite an insignificant voice in the wilderness of businesses operating Radio stations but, in many cases, little actual genuine interest in the art of Broadcasting.

The fact that AIRC would not opt for a choice from the 3 available for overseeing non-BBC Radio is a typical example of their 'sitting on the fence' attitude.

The AIRC may think they have all the tough-guys - but they should not forget that all playground Bully-Boys end up by getting their just punishment. It will be in the form of competition!

RENTON ADDRESSES COMMERCIAL BROADCASTERS

"Change is coming. The statutory framework for Independent Radio, exactly as it stands, is very unlikely to be a tenable one," HOME OFFICE Minister TIMOTHY RENTON MP told the AIRC Conference at The Cafe Royal, London, June 30.

RENTON said change would come because more wavelengths would become available by 1990 and because the increased availability was being matched by a demand for additional services.

"The Green Paper envisages additional services aiming to meet a variety of tastes, including those of minority communities. Under the Green Paper proposals, decisions on which services to licence would be taken by an independent agency, taking account of local preferences and the test of broadening the range of consumer choice.

"It would not meet this test if we were left simply with a seemingly endless chain of stations which broadcast no more than the most popular element of existing services."

The Minister told the IR bosses that auctioning frequencies to the highest bidder, as proposed by the PEACOCK Committee, was a possibility for the proposed National Commercial stations but not a suitable arrangement for more Local Radio services. He said a major reason for rejecting the auction of the airwaves for local services was because of the Government's wish to encourage a rich variety of services capable of meeting a wide range of consumer tastes.

"We are, of course, strongly in favour of competition, which will stimulate stations to respond, and to respond efficiently, to the preferences of the public in the area. If the market can support more Radio services than there are now, we would be happy to see them."

TIM RENTON warned of what he described as the danger of 'overfishing the same audience pool and freezing out minority tastes'.

"This is why the Green Paper lays such stress on the test of broadening the range of consumer choice as a key part of any future system of regulation." He said.

SEIZE OPPORTUNITIES FOR DEVELOPMENT CABLE AUTHORITY TELLS HOME OFFICE

Opportunities for more Radio stations should be seized - that was the message to THE HOME OFFICE from THE CABLE AUTHORITY in its submission in response to the Green Paper, RADIO: CHOICES AND OPPORTUNITIES.

The CA's reply agreed totally with HOME OFFICE suggestions for non-BBC Radio with a freer, much less regulated environment.

The Authority said its experience of cable over the last two and a half years since it was established had convinced it that "minimal regulation has to be the approach to a fast developing multiplicity of media outlets."

In its comments on the Government's Green Paper, the CABLE AUTHORITY expressed its view that the envisaged growth in Radio stations calls for the same reduced control on the medium that has already been applied to cable.

It supported greater freedom for sponsored programmes, saying its own codes had been widely applauded as imposing sensible safeguards within a framework of enlightened liberalisation which would appropriately be extended to Independent Radio.

The CABLE AUTHORITY said it had the 'frame of mind, the relevant codes and guidelines, the operating procedures and practices, the experience of working within a commercial rather than a public service environment, and the organisational structures to undertake the task' of overseeing non-BBC Radio effectively.

On the subject of ownership it points out that under the Cable & Broadcasting Act 1984 an IIR contractor and a Cable Operator in the same area cannot be under the

same common control. Pointing out that there is no danger of a media-monopoly it calls on the Government to restructure this control.

The CABLE AUTHORITY says "...as it is presently constituted (it) would be happy to see itself reconstituted to assume in addition (to cable) the responsibility for licensing independent Radio services."

It's final paragraph reads; "The Authority believes that it will be desirable for this process to begin at an early stage so that action in licensing new Radio stations can start as soon as possible after the enactment of legislation."

HOW RADIO COMMENT:

The CABLE AUTHORITY has at last Come Out! Until now it has remained fairly quiet on the prospect of taking over the control of non-BBC Radio services. Many prospective New Entrants would rather that the CABLE AUTHORITY became the new regulator than the IBA continuing and, whatever it might like to portray, keeping up a bureaucratic operation which is the opposite to that proposed by the Government and offered by the CABLE AUTHORITY. One must also question the IBA's protectionist stance towards the existing ILR stations.

The IBA is also at odds with the industry, if the AIRC is to be believed, wanting to establish National Commercial Radio - against the wishes of (most) members of the commercial Radio trade association.

With a current staffing level of nine people, THE CABLE AUTHORITY would have to make scores of mistakes to find itself in the overmanned situation that the IBA now is. Proposals for 'farming out' much work to private firms such as MARCONI and Government departments (who could profit from commissions) like the DTI should mean that the CABLE AUTHORITY need not increase its staff by any great degree.

THE CABLE AUTHORITY must be the choice of THE HOME OFFICE...let's have that made official!

LORD THOMSON INTRO'S IBA RESPONSE

Launching the IBA's response to the Government Green Paper, LORD THOMSON of Monifieth, Chairman of the Authority, said:

"Independent Radio in the UK will develop in new directions in the next decade and beyond. More wavelengths will mean more stations and more variety for listeners. More revenue will mean a wider range of stations, combining service to the listener with commercial success.

"The IBA welcomes the prospect of wider and more diverse development in independent radio. We at the IBA believe that it is in the interest of the listening public to retain a public service broadcasting element in independent radio. We have had 15 years' practical experience with the present ILR system, and ILR has a fine record of service to the listening public.

"The IBA has:

- the relevant ability, experience and knowledge;

- resources (a department skilled in planning and negotiating frequencies);

-and engineering infrastructure;

- a regional presence.

"The IBA wants to build on these strengths to develop independent radio effectively and rapidly in the exciting times that lie ahead for our industry."

The IBA believes that advertising revenue for UK commercial Radio could reach £200 million, compared with last years income of only £72 million.

IBA'S BUDGET STUDIO INTRODUCED AT RADIO FESTIVAL

The IBA-commissioned 'Community Radio' studio, which was built for less than £10,000, has been launched for this week's RADIO FESTIVAL in Bristol.

The IBA say it demonstrates that it is possible to equip a simple broadcast studio which will meet the existing requirements of the Authority's technical code of Practice for under £10,000.

The studio will be used by GVR, SEVERN SOUND, BBC RADIO BRISTOL, BBC RADIO ONE, RADIO TWO and LBC RADIO.

MERSEY STATION GOES 7-DAYS

Unlicensed Liverpool station RADIO ATLANTIS has switched to operating seven-days-per-week with a schedule running from 11am - 5pm Monday to Saturday and 9am - 5pm on Sundays. RADIO ATLANTIS transmits on 936 kHz AM.

ABD RESPONSES TO GREEN PAPER

The ASSOCIATION FOR BROADCASTING DEVELOPMENT report to the Home Office in reply to the Green Paper on the future of Radio cites hundreds of independently owned local New Entrant Radio stations as the principal vehicle to broaden listener choice.

The ABD says its response is the result of comprehensive and detailed analysis of listener needs, as well as a survey of the listed applicants in the cancelled Radio experiment and the views of established organisations in the Radio Industry, as well as its own members.

ABD suggests that a new 'slimline' authority should be assisted with frequency planning, assignment and monitoring of output signals by a third party, such as MARCONI, who could carry out such work on a contracted out basis.

They also suggest monitoring of station ownership could be contracted out to organisations such

as the FT BUSINESS INFORMATION SYSTEMS.

Such contracting out would save the authority from having to employ and fully utilise qualified staff when demands on their services are likely to be erratic.

In common with the IBA, ABD rejects the idea of continuing the policy of simulcasting as a wasteful use of a resource in short supply. It's submission says at present 79 planned local Radio services have been approved to broadcast using no fewer than 251 transmitters. ABD also calls for more intensive use of the spectrum now in use by sound broadcasting.

Their report also recommends that the space at the top of the VHF/FM band, 108 - 112 MHz be allocated to broadcasting use in the year 2,005. ABD, basing its figure on verified research by MARCONI, says that there should be possible a frequency plan for TEN additional new entrant Radio stations, of different sizes, per county. It says 30% of, available frequency's would be allocated to various interest and other voluntary groups.

The remaining frequency assignments would facilitate broadcasting on more traditional lines with services providing specialist music, ethnic/own language, and truly local services. These would operate alongside the established broadcasters, under the same set of rules.

RADIO NETHERLANDS

The familiar sign-on music "Liedje van de zee" (Song of the sea) will be dropped by RADIO NETHERLANDS (English Service) from the end of August.

It will come a new digitally recorded version of their interval signal which will be followed by the time signal and the news bulletin.

CALL US WITH YOUR
NEWS!

[0536]

51 44 37

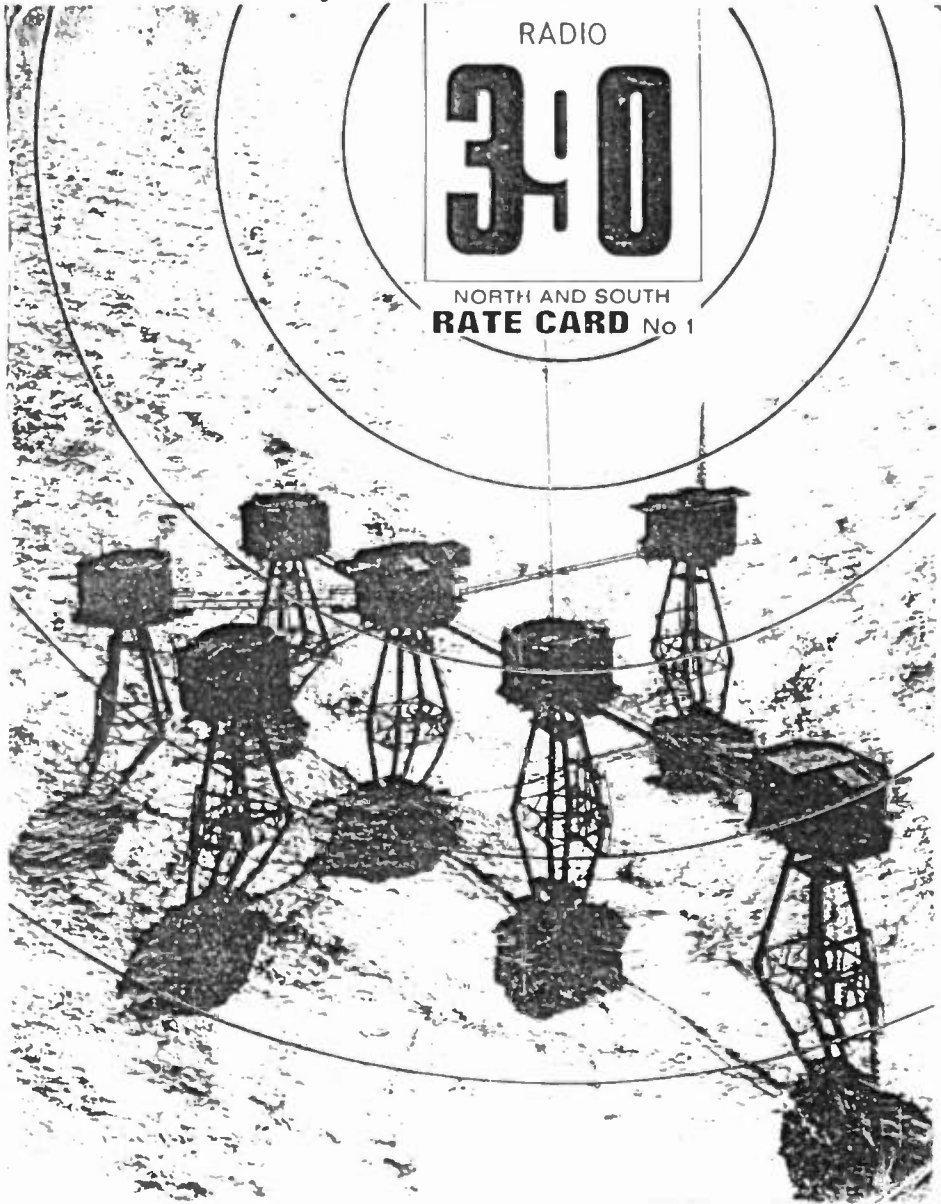
**STARTING NEXT
ISSUE!!!**

Facts, Figures, Memories...
RADIO 390 Researched
By ROB CHAPMAN

RADIO

390

NORTH AND SOUTH
RATE CARD No 1



RADIO SOVEREIGN

Transmissions of RADIO SOVEREIGN from facilities in Ireland failed to commence on Sunday morning at 6am as per agreement - and as a result the project has had to be abandoned, at least for the moment.

Arrangement had been firmed-up with the owners of the facility to transmit 12-hours of test programming from 6am - 6pm on three transmitters, in the medium, short and VHF wavebands. The service was to have operated each Sunday until August 15th, when SOVEREIGN would have broadcast 7-days-per-week and 12-hours daily.

A statement from RADIO SOVEREIGN's project co-ordinator, reads: "The fact that these pre-arranged transmissions didn't take place means we cannot entrust our strong, reliable and professional reputation in such arrangements. It remains our aim to use our team of professional broadcasting staff, our sales organisation and programming experts to offer the unique Solid Gold format Radio service at the soonest possible opportunity in the future. We shall be seeking alternative arrangements which will help as many people as possible hear and enjoy what we are able to offer.

"Our ultimate aim is to again provide a local Radio service to the people of Richmond and Twickenham in England - as we did in 1983/4 - as well as other areas which would make commercial sense - and we will be continuing our bid to be given a Home Office licence."

The original RADIO SOVEREIGN was established by JOHN KENNING and HOWARD G. L. ROSE in Twickenham in May 1983 and operated as a full-time commercial unlicensed Radio service, with a Solid Gold format and full news and public affairs operation until closed down in January 1984.

At that point ROSE took over the organisation and under the working title RICHMOND RADIOCASTERS the operation applied for a licence in the cancelled 1985 community Radio experiment to provide a 24-hour service to Twickenham and Richmond.

HOME OFFICE RUBBERSTAMP CONDOM SPOTS

The HOME OFFICE has backed the IBA's decision to allow commercial broadcasters to carry advertising for condoms.

The IBA had decided in favour of such commercials back in March - but wanted HOME OFFICE approval.

Several companies are already looking at getting their products on-air within weeks.

OCEAN LOOKS TO 'INVISIBLE' PUNTERS

Even though he knows they won't be given JICRAR ratings books, DAVID LUCAS, managing director of OCEAN SOUND (Southampton/Portsmouth) is looking at the vast holiday-making audience potential for his station this year.

Promotional material had been located at 129 different outlets in the stations area, with around 80 of them being SHELL service stations. OCEAN claims more than 5 million tourists visit the area annually.

SALES GROUP HEAD

Essex Radio, the commercial radio station for the County of Essex, requires a talented, experienced, energetic sales group head to service existing major clients and create new business in this expanding and affluent market place

An attractive five figure salary, plus a high incentive commission scheme and company car available to the successful applicant

Write in confidence enclosing C V to

John Manley,
Sales Controller, Essex Radio,
Radio House, Cliffdown Road,
Southend-On-Sea, Essex SS1 1SX



DEPUTY FINANCIAL EDITOR IRN/LBC

Our Deputy Financial Editor is leaving to work in TV, and we're expanding our Financial desk.

Applicants for the above position should be experienced journalists with proven competence or interest in as many of the following as possible: financial markets; consumer finance; the economy.

Broadcasting experience preferred, but candidates with outstanding qualifications in other areas will be considered.

Salary negotiable.

All applications to:

**John Perkins, Editor IRN,
Communications House,
Gough Square,
EC4P 4LP.**

HOW RADIO CAN HELP TELEVISION BECOME MORE EFFECTIVE

TO INCREASE YOUR 4+ (EFFECTIVE) COVER
USE SOME OF THE BUDGET
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ON RADIO
AND ACHIEVE INCREASES LIKE THESE

A 62.5% increase in ratings

A 63% increase in total impacts delivered

A 4% increase in 1+ coverage (%)

A 20% increase in 4+ coverage (%)

A 57% increase in average frequency

A 39% reduction in cost per 000

An extension of the campaign by 75%

ALL DETAILS OF THE ABOVE EXAMPLE ARE GIVEN IN THE "1995 GUIDE TO RADIO AND TELEVISION"

THE S.I.R.S.
GUIDE TO RADIO
AND TELEVISION
IS AVAILABLE NOW



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MAKING YOUR SCHEDULES MORE "EFFECTIVE"
IN SCOTLAND AND NORTHERN IRELAND

REMOVE RESTRICTION CALL FROM WIRELESS WORKSHOP ORG

The Brighton-based WIRELESS WORKSHOP organisation, responsible for the design and installation of ten 'induction-loop' radio systems at University, College and Hospital sites and the operation of several Special Event Radio systems, including the first in the UK in 1984, has called for a removal of many restrictions on Special Event Radio.

NORMAN McLEOD, a partner in WIRELESS WORKSHOP, said: "The spirit of the Green Paper should apply right across the board. If local and network Radio is to be opened up and deregulated, there can be no justification for the smaller services remaining under tight constraints."

The firm describes the current regime to the early days of motoring, "when vehicles had to proceed at walking pace following a man carrying a red flag".

WIRELESS WORKSHOP, in their response, say they look forward to seeing temporary Community Radio stations covering a whole town being allowed to operate under a Special Event Licence. At present any such stations are restricted to the site of a particular venue and the signal may not be allowed to be received by the public away from that site.

WV call for a speedy end to simulcasting and suggest that the termination of the practise happens 'with a jolt' so that the public will have to react to it. It calls for the plan to broadcast BBC RADIO ONE on VHF/FM to be scrapped, claiming the station already has a significant audience to its AM-only service. "The success of RADIO ONE as an AM-only service is a clear demonstration of the superfluity of simulcasting." They say.

WIRELESS WORKSHOP also reject the proposal that Public Service programming should be left to the BBC alone - and also suggest a generous proportion of new licences should be given to community Radio stations.

SPECIAL ISSUE PLANNED FOR AUGUST CONVENTION

NOW RADIO COMMUNICATIONS will be publishing a special issue of NOW RADIO to appear at the CAROLINE MOVEMENT's 'DRIFTBACK 20' convention in London on August 15th.

The convention is geared to mark the 20th anniversary of the introduction of the Marine (etc) Broadcasting Offences Act 1967 which closed down offshore stations RADIO SCOTLAND, RADIO LONDON and RADIO 270. It also meant RADIO CAROLINE's two ships, off the Isle of Man and Essex coast, had to be serviced from Holland and her deejays face risk of 2 years in prison "for playing pop records on the High Seas".

The special issue of NOW RADIO will contain material on offshore radio over the past 23 years.

"It seems best that we put together a special issue for this event - as there is a massive following for Offshore Radio still and our regular fortnightly newsletter has to cater for all areas of the radio industry - not just this one, albeit most interesting and often exciting sector. We hope many of those who pick up a copy of the special issue will join our regular readership." said HOWARD G. L. ROSE, Editor.

People not attending the convention, at The Bloomsbury Crest Hotel, will be able to order the special issue as long as stocks last via the normal address. Details will be published in the regular fortnightly newsletter. Publication date will be August 15th.

Information about DRIFTBACK 20 can be obtained by writing with an s.a.e. to ANORAKS UK, PO Box 539, Blackpool, FY1 4RE.

ACTION AT BEEB

NUJ members working in BBC EXTERNAL SERVICES at London's Bush House will ban working on their day's off as from tomorrow (Wednesday July 15). They say they are protesting at the BBC's 4.5% pay increase.

Effect on news and current affairs output, at first, is believed to be minimal.

POSTAGE

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THE WONDERFUL RADIO LONDON

**INDIE STATIONS
RE-UNITE**

COUNTY SOUND (Guildford) has
withdrawn its resignation from the
AIRC and Norwich-based RADIO
BROADLAND claims it is not now
withdrawing membership of the RADIO
MARKETING BUREAU.

Whether the SUFFOLK RADIO GROUP
(RADIO ORWELL/SAXON RADIO) and RED
ROSE RADIO (RED ROSE/RADIO AIRR/RED
DRAGON) will pull out of AIRC
membership still has to be decided.
Their final decisions, and those from
a number of other commercial
stations who claimed to be unhappy
about the organisation, will be made
at a further AIRC meeting in a few
weeks time.

+++

**NOW RADIO
NEWSLINE**

SATURDAY 1400 - MONDAY 0900

DIAL AND LISTEN!

+++

FILES

BY CHRIS ELLIOT

Part Two

In the last issue of NOW RADIO, we saw how Don Pierson put together the venture that was to become the most successful radio station this country has ever seen. We saw how the complicated business structure of the station was provisionally formulated and the arrival of Philip Birch. Now the story continues.....

By the time Philip Birch was hired to front the British sales operation of what he was calling 'Radio Galaxy' in the summer of 1964, the hunt was already on in America for a suitable ship. Don Pierson and Tom Danaher were responsible for this, but what they anticipated to be a very simple thing, assuming that ships could be bought and sold as easily as cars, turned out at first to be a very involved operation, slowing progress quite considerably. The most suitable ships were either already in service or too expensive. Hiring experts did not make matters any easier and when Reynolds Metals offered Pierson and Danaher a ship for \$250,000, without any thought to the doubtless expensive conversion costs, the two Texans decided to go it alone, literally scouring

America and Europe for the best deal. They eventually found a former U.S. navy 'Admirable' class steel-hulled minesweeper in Miami, Florida. Built by the U.S. Government in 1945 at a cost of over \$3 million, the 'density' (later re-named 'Manoula') was 185 ft long and 780 tons. She had used only 70,000 miles but had quite a colourful and romantic history, having disposed of hundreds of mines in the latter stages of the war and taken part in a dramatic wartime rescue in which 500 men were saved from a sinking ship. After the war Density was mothballed and later sold to a Greek organisation as a cargo ship, although they did not make much use of her. By the middle of August she belonged to Pierson and Danaher, sold for just \$80,000 - a bargain considering some of the earlier quotations for ships.

However it was one thing to buy a rusty minesweeper and another to actually convert it into a radio station. After all, Pierson had no real knowledge of commercial radio, but he took to his next phase with typically characteristic approach! How? Well, he owned an RCA tv set, and so he decided to phone them for advice!! They immediately sent their sales personnel and engineers down to Miami to inspect the Density. After a suitable period of negotiation a deal was concluded for the installation of RCA equipment for approximately \$350,000. Tom Danaher supervised what seemed to be a mammoth task converting the Density to her new role. A 75W RCA-Ampliphase transmitter was installed to be shunt fed into a 212 ft high mast. Power for the transmitter would be produced by three diesel generating plants - one GM, one Cummins and a Fairbanks. Studio side, the equipment consisted of two 17-inch Gates turntables with Gray Research arms, three RCA cartridge machines and Ampex and Scully tape recorders, all fed into a small 4-channel mixer. Similar equipment was also installed in a small production studio to be situated towards the bows of the ship.

Meanwhile, back in Britain, Philip Birch was gradually gearing up the sales operation and winding down his J. Walter Thompson activities. At the request of the Texans he was also taking expert advice on available frequencies to enable the broadcasting crystals to be ordered. Birch was reasonably satisfied that 1125kHz was a clear channel, although a little worried about a 10W Belgian station on an adjacent channel. He therefore suggested to Mal McIlwain that it would be a good idea to have crystals cut for a couple of reserve frequencies (1040kHz and 1020kHz) and another for Radio Caroline's frequency of 1509kHz, in case a deal was ever made with them. An order in America for the four crystals was confirmed on August 21st.

As Philip Birch continued to build British sales by having talks with potential advertisers and public relations specialists, and keeping an ever watchful eye on Radio Caroline, he was frustrated there was still no firm decision in Texas as to the station name. He had suggested 'Radio Galaxy', a name that also appealed to McIlwain, McBlotkin and Kanter, but so sold was Dun Pierson on the click sound of KLIF in Dallas that he was determined to call the station 'Radio KLIF - London'. After all, Dallas was known as the 'Big D' and so London could become the 'Big L'. I have no record as to Tom Danaher's feelings on the matter, but being a close friend of Pierson's, it is likely that he too went along with the KLIF idea. It was particularly frustrating for Philip Birch after he called a JWT Art Director friend to design the advertising rate card layout and stationary and realised they would have to have this done with both names - Galaxy and KLIF.

It is worth reprinting Birch's comments about this in a letter to Mal McIlwain dated August 21st, 1964:-

"I am sorry that we are still uncertain of the name. This interferes with progress. For example, I am having to have the rate card layout done for both names.

"Now that I am winding up at JWT, I will soon be able to talk to some likely prospects about advertising and the first question is going to be 'What's it called?' I can hedge on this one by saying we are calling it Radio 'Big' as a preliminary name and we will shortly announce the real name, but this doesn't help matters.

"I have tried Radio KLIF on a few friends. They are never enthusiastic and when I explain the Dallas connection they are a bit horrified since 'Big D' seems to have the same sort of tarnished image that Little Rock had a year or two ago (but for obviously different reasons)".

(EDITORS NOTE: Remember Kennedy had been assassinated in Dallas only 9 months before).

"May I be forgiven by my Texan friends for the above heresy, but these are the facts as they stand today. Anyway I will gladly abide by the views of the group, but a final decision must be made very quickly."

Philip Birch finally severed his connections with J. Walter Thompson at the end of August. In a letter to Hal McIlwain he said, "JW have been most understanding in helping me make this move quickly. Let us hope that their understanding will stretch to giving us worthwhile business." By September 1st he had moved into 17, Curzon Street, W.1. taking his former JW secretary with him for a salary of £900 per annum.

Coincidentally on the same day, lawyers Burton Kanter and Arthur Steffen completed details of Radio London's complicated business structure, first outlined a couple of months earlier (Refer to Part 1/NOV RADIO #10). Kanter immediately sent a letter to Philip Birch thus:-
"Dear Phil,

The purpose of this letter is to outline for you the structure of the radio venture, so that you may proceed accordingly, or check back with me on any questions you may have, or comments which seem appropriate.

The entire deal is to be broken up into three parts:-

1. PANAVESS INC.

This company is now in existence and has been organised under the laws of Panama. It presently maintains a bank account with the Mercantile Bank and Trust Company Ltd, Freeport, Grand Bahama, and has committed to the purchase of the ship. This company will have no activity other than the ownership of the ship and chartering of the ship to the Bahamian venture, which will operate the ship as a broadcasting station. The charter of this company to the Bahamian venture will be geared so that the company will realise no income currently taxable to its United States shareholders, and will realise no substantial income in any form, but will be provided an income sufficient to meet its obligations and expenses.

2. BAHAMIAN VENTURE.

A number of private family type of trusts are being established under the laws of the Bahamas for the benefit of various members of the families of the participants. To the extent you will wish payments of your share of this venture to be made to the Bahamas, they may be made, if you wish, to such a trust or to any other designee. These trusts will all have a single corporate trustee, i.e. Mercantile Bank and Trust Company Limited, which will operate the trusts as joint ventures for the purpose of acquiring the necessary radio equipment and the installation of that equipment aboard the ship, and thereafter the operation of the ship as a broadcasting station.

The trusts are all intended to qualify as foreign situs trusts for United States tax purposes, so that none of the income realised by the trusts will be subject to U.S. taxation. The trusts as a venture will have to see to establishing a mechanism for payment of advertising fees directly from the advertisers to certain Swiss designees with whom arrangements will have been made to convert Sterling to free U.S. dollars at an appropriate discount. If this were not done, the trusts would be subject to exchange control in the Bahamas.

It is intended that the trusts do not engage in any form of trade or business on the mainland in England. It is for this reason that you are to be the sole owner of the British Corporation and that all contracts are to be channeled to Freeport for execution on behalf of the venture, and are to be subject to approval by the venture. It is also for this reason that we will wish to have any funds paid by the advertisers paid directly to designees other than the corporation, and its receipts are limited to reimbursements for expenses and agreed upon commissions. The trusts will not engage as a venture any employees required to run the broadcasting ship and will otherwise operate as a business entity.

While I am sure this seems perhaps somewhat unusual since the corporate form might be the simpler form in which to operate, please be assured that the reasons are well founded in the advantages we are seeking, and the disadvantages we are trying to avoid under U.S. tax laws.

3 BRITISH CORPORATION

The British corporation which you will own will be wholly independent of the Bahamian venture and will act as an exclusive broker for the sale of advertising subject to substantial restrictions on the technical consummation of contracts. To the extent you may be required to commit a limited amount of advertising within a few days of the date of negotiating a deal, your corporation will have such authority. To the extent of any long term commitments however, the objective is to place your corporation in the position where it earns for its services a commission which will undoubtedly be subject to English tax, but that in fact does not earn the advertising revenue; this revenue is intended to be earned for British tax purposes by a venture not doing business in England and not subject to English taxing authority, i.e. the Bahamian venture, and it is for this reason that we will wish all advertising commitment contracts to be approved and executed in Freeport.

Your British corporation should accordingly lease the premises and its revenue should be limited to re-imbusement for expenses and the amount of commissions you wish to take in England. Any other sums which may be due you can be paid wherever you direct. To avoid any unnecessary disputes we may wish to work out a pledge arrangement with respect to the stock of your company, but that is yet to be determined.

I would appreciate you giving me your thoughts on the foregoing structure and also considering the immediate organization of the British corporation under whatever name you feel appropriate. Also, if this warrants personal discussion which cannot be adequately handled by correspondence, I would suggest you call me.

I believe Don will be keeping you informed as to the timetable, but to my understanding everything is moving along quite rapidly.

Cordially,

Burton W. Kanter."

NEXT ISSUE !!!

THE SALES COMPANY OPENS FOR BUSINESS
A PUBLIC RELATIONS PLAN IS FORMULATED
AND THE SHIP LOCATION IS DECIDED

THE WONDERFUL RADIO LONDON FILES - STRICTLY COPYRIGHT MATERIAL.
REPRODUCTION, IN WHOLE OR PART, BY ANY MEANS WHATSOEVER, PROHIBITED.

© CHRIS ELLIOT, 1986.

BROADCAST

TRANSMITTERS

FM 5-WATT TX: 50x200x50.
Requires power supply 11.5 -
14v dc at 1.5 Amps. Aerial
imp 50 Ohms. Audio Input
approx 250mV. Frequency
adjustable between 90 - 108
MHz (VFO). £99 (inclusive
postage and packing).

FM 50-WATT TX: 19 inch rack x
3 inches high, Mains Powered.
Phase-lock loop. Adjustable.
Operates between 91 - 106
MHz. £299 (inclusive postage
and packing).

FM STEREO ENCODER. 19 inch
rack mounted. Commercial
quality. Mains Powered. £180
(inclusive postage and
packing).

Orders:

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*IN THE UNITED KINGDOM IT IS AN OFFENCE TO
INSTALL AND OR OPERATE WIRELESS TRANSMISSION
EQUIPMENT WITHOUT A LICENCE FROM THE HOME
OFFICE.*

-advertisement-

PIRATE RADIO CASE AGAIN DELAYED

At Sheerness Magistrates Court
hearings into alleged conspiracy
charges and other offences under the
Marine Offences Act 1967 against a
number of people alleged to have
been involved with LASER 558 have
again been adjourned until July 31st.
Defence Lawyers asked for the delay
claiming that they still had not

prepared fully their evidence for the
Court.

Charges against CAPTAIN
PASTERWOSTER, in charge of the MV
COMMUNICATOR when it was sailed
under DTI guard into Harwich, have
been dropped.

Also charges against TONY ELLIOT, of
TIME OUT have been dropped and
charges have been made against the
publication itself.

IAN BAKER

US DRGS BUY MORE AIRTIME

RADIO SALES INTERNATIONAL, RADIO
CAROLINE's New York-based airtime
sales agency has informed scores of
United States' Evangelical
organisations that more airtime is
now available for their programming.
Such programming is relayed in a
service identified as VIEWPOINT 963
and transmitted following the
programming of RADIO MONIQUE.
Evangelical programming is one of
the CAROLINE organisations main
sources of income at present and a
spokesman told NOW RADIO that
airtime was now being sold through
until 11pm London time on Sunday
evenings and, "It would be nice to
see this pattern extended week-long."
By extending VIEWPOINT 963 until
such an hour means that if OVERDRIVE
963, the rock service which closed
some months ago, was to return it
would be even more less-likely to
make any money for the station.
Some weeks ago a senior CAROLINE
figure told NOW RADIO, "In the year
it was on the air we didn't see a
penny profit from OVERDRIVE...and
that was perhaps because it wasn't
sold to potential clients in a way
in which a more commercial
organisation would have insisted
on.."

RADIO CAROLINE receives some
financial income from spot
advertising and 'plug' records, has
fuel oil and provisions provided by
RADIO MONIQUE but receives its major
cashflow from the sale of evening
evangelical programming broadcast
ovr VIEWPOINT 963

GAVIN COOPER
For NOW RADIO

**LOOSE
ENDS**

In NOV RADIO issue #29 we carried a report that The BBC was building a Long Wave transmitter in Lower Bavaria. We have since discovered that the BBC in question is the BROWN BOVERI COMPANY, that well-known firm of transmitter providers! Of course, we thought that the Beeb had done a secret deal with the German's to allow a new Long Wave signal for the World Service in that neck of the woods.....

If you ever wondered what the attraction of broadcasting along the FRENCH RIVIERA is for so many, let's look at a few vital statistics...more than 100,000 residents of the region speak English as their prime language, 40% of them are aged under 35-years-old, around 31% are over 50 and about a quarter are retired. Five commercial Radio stations are presently serving the region with English-language services...and there is some room for more!.....

Talking of facts...in CANADA, Radio's share of advertising expenditure was 9.7% last year, and accounted for a tidy sum of C\$610,000,000.....

And, should you have Australian dollars to spare, 70,000,000 in fact, you could get in the running to purchase 8 commercial Radio stations which AMALGAMATED WIRELESS (Australasia) Pty are putting up for sale. They include 2CH (Sydney), 3MP (Melbourne) and Perth's 6XY.....

Among the comments left at the end of the NOV RADIO NEWSLINE (0536-514437 / Saturday 1400 - Monday 0900) were "More Offshore News, please!" and a number of favourable comments about the new layout.....

Enclosed with this (or for some subscribers, the next) issue is the first of our special NOV RADIO READERSHIP PANEL questionnaire forms.

Please try and give a few minutes to give us your answers and opinions on the questions as it all helps to provide a better service for all readers and also fill any gaps there may be at present.....

The Irish pop station RTE RADIO 2 is moving to being an FM only station and dropping its AM outlets.....

According to the IBA, there are around 100 frequency assignments on the medium wave available now for what it describes as local and large community radio stations.....

Did you know that the IBA has carried out a special assignment for the Irish Government which has resulted in a complete frequency plan for Community Radio in Ireland?.....

Copies of the NOV RADIO COMMUNICATIONS response to the Green Paper on Radio are in the form of 20 A4 pages format and can be obtained by writing to us and please enclose 2 x 18p stamps with your name and address. We had intended to charge £1 (as mentioned in the last issue) but feel charging only reduces the possible readership for this important (in our humble opinion!) document.....

The BBC says that the HOME OFFICE can have its MF/AM frequency now used for RADIO THREE for National Commercial Radio...but the catch is the signal reaches only 38 percent of the population in the hours of darkness...the IBA say this would not be financially feasible...yet RADIO TARA the joint RTE/LUXEMBOURG project planned for a 1988 launch will be on long wave and only during the daytime hours...what do you think?.....

Any Readers who remember PETER QUINN will be pleased to know that he's living and working in Brighton and involved in photography and movie-making plus doing the odd bit of antique selling and radio work...Brighton is that kind of place, isn't it?!

OFFSHORE DIARY

Will the management of RADIO CAROLINE move their ship ROSS REVENGE to a new anchorage off of the Suffolk coast? At the moment ROMAN O'RAHILLY and Chief Engineer CHICAGO seem to think that there is no reason, despite the ship being quite close to major shipping lanes and only 14-miles from the extend of the new UK Territorial Waters limit. Their decision to stay put is based on the fact that the new limit is not yet being implemented and that it is not yet clear whether the extra Contiguous zone will be a further 12-miles out from the extent of the territorial waters limit. The French are up in arms at Britain for passing a law which would mean UK Waters infringing on their waters around the Channel Islands. The problem has to be resolved and until it does, it would appear that CAROLINE and MONIQUE will lay at anchor within sight of Margate, Kent.....

The new position of the ROSS REVENGE enabled the Belgian Air Force to use the vessel in a major training operation recently. A air force man was landed on the deck of the Radio Ship as an exercise in a seaborne rescue from a difficult marine vessel.....Mind you, it might appear a bit strange if somebody didn't begin to wonder whether this in fact was a bit of a reconnaissance mission by the Belgian authorities, and question whether the crew of the ROSS REVENGE were now keeping a careful 24-hour watch...just in case?!!....

Meanwhile, the French Navy have taken a close look at both ROSS REVENGE and the COMMUNICATOR. A French Naval Frigate lurked near both ships for a long, long time recently.....The Captain aboard the COMMUNICATOR was questioned by the French of the ships purpose and destination. The Captain informed the Naval gentlemen that he was "awaiting orders from the vessel's owners".....

PIRATE RADIO DEAL

At a meeting in Luton, Bedfordshire, on Tuesday July 7th, it was agreed that ANORAKS UK (of Blackpool, Lancs) would takeover the Retail operations of EAST ANGLIAN PRODUCTIONS of Frinton-on-Sea, Essex.

The deal was mutually agreed so that EAST ANGLIAN PRODUCTIONS can devote more time to the manufacture of free radio merchandise.

RAY ANDERSON, of EAST ANGLIAN PRODUCTIONS, told NOW RADIO directly after the meeting, "We feel that the AUK service is now unrivalled in this field. It was a logical move for us to make."

ANORAKS UK and EAST ANGLIAN PRODUCTIONS issued a joint statement which concluded, "We expect that this move will strengthen both companies.."

SEARCH FOR NEWSREADER

RADIO CAROLINE 558 Programme Director PETER PHILIPS is currently involved in searching for a Newsreader for the station.

The new recruit will be required to compile and present bulletins during morning and afternoon drive and at midday and would work as a relief to STEVE CONWAY.

+ + + + +

AMERICAN RADIO AIRCHECKS

RECENTLY RECORDED IN CALIFORNIA AND FLORIDA & FEATURING ALL THE TOP CHR & AOR STATIONS INCLUDING:

KIIS-FM LOS ANGELES (inc RICK DEES in the morning)

KMEL SAN FRANCISCO

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AUSTRALIAN RADIO REVIEW

According to a survey by the FEDERATION OF AUSTRALIAN RADIO BROADCASTERS - in the year to June 1986 - 43 of Australia's commercial Radio stations ran at a loss.

Between exorbitant contracts for talk-back personalities and high staff turnovers, some AM stations are finding it increasingly difficult to be profitable. Although strong ratings do command higher advertising rates, they don't necessarily bring higher profits.

Research results published by POTTER PARTNERS LTD noted that FM stations, in most cases, were significantly more profitable than their AM counterparts. Staffing was often as low as half, new technology was generally more rapidly embraced and the audience mostly 'yuppie', commanding high advertising rates.

2DAY-FM is Sydney's most profitable station, with 2VS believed to be next, according to industry sources. Although 2GB is the highest rating Radio station in Sydney, it is the most expensive to run.

2DAY-FM's reported earnings of \$4 to \$5 million are based on stability and consistent success with its target audience. Most important is to retain the 25 - 39 years group, valuable for the advertising dollars it attracts.

"In the last two or three surveys we have won that audience. That's where the disposable dollars are," says NIGEL MCGURGAN, the General Manager of 2DAY-FM. "We employ no superstars and so don't have to pay out superstar money."

Although 2VS is an AM station, it has much in common with its FM competitor - such as commercial success. It does not employ superstars and has generally stood by the same format for six years. "A lot of stations have changed format, station positioning, logos, announcers," said GREG MILNE, the General Manager of 2VS. "People like to be familiar with something that's comfortable."

GEOFF DUNCAN, the General Manager of Sydney's highest rating commercial

Radio station, 2GB, agrees with the comments made by NIGEL MILAN, the deputy General Manager of the MACQUARIE NETWORK, that 2GB, 2DAY-FM, 2MOR-FM and 2VS have 65-70% of the total Sydney advertising dollar.

Commercially, 2GB doesn't need to be number one, says DUNCAN, but concedes that it's healthy to remain near the top of the ratings ladder. "We don't live and die by the ratings, but we strive to be number one."

If 2GB is the most expensive station to run, then 2UE is the second most expensive, according to 2UE's General Manager, MARK COLLIER.

COLLIER said 2UE's celebrated ratings failures and financial losses before April 1987 - the latter reported to be up to \$100,000 a week - had been reduced significantly. "Now the revenue is increasing month by month, but the pressure is on to maintain the direction we've taken," he said.

"It took 2GB four years to get to the top. We don't have that long to carve out a new niche in the market piece - but you don't keep spending that sort of money on a format like we are unless you are convinced that you can earn a profit."

One problem for the non-news Radio AM stations is the monopoly on FM licences. Although there have been submissions from AM stations to switch to FM, no change is likely in the short term.

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Now Radio

A few weeks ago rioting broke out in a Northern city's black area. At the time the local BBC Radio station was relaying programmes from RADIO 2 in London and the ILR station, just about a stone's-throw from the unrest, was broadcasting a programme of non-stop pop and relaying news bulletins by IRL in London. The unrest was unreported by both stations. No moves were made to get reporters to the scene and no mention was made of the event during that night's programmes. No-one even knew.

The above is true, I know only too well, and it goes to show how different the position may have been had there been more Radio services in this large city. No commercial station really sees it as important to provide a round-the-clock news service when the only 'competitor' - a BBC station - has closed down and couldn't get on the air to point out the failing of its commercial rival in not manning its newsroom at night.

Had there been a number of stations competing in the same market, you can bet that newsrooms would be better manned and management would pay far better attention to this vital element in programming. After all in survey after survey news and local information come out as prime reason for tuning to local radio.

When the day arrives when listeners really have a choice of local listening, news, along with other programme content - indeed the science of programming itself - will find themselves being looked at as vital components of managing a Radio service.

In a months time many people will be celebrating the 20th anniversary of the introduction of the law which made the operation of Offshore Radio stations almost impossible. I say 'almost' because, as we all know, Radio Caroline is still 'out there' and surviving. Survival is the real name of the game for Caroline, for whenever somebody throws a problem in their direction, magic, from some unknown source appears to help the

Rose's Ramblings

organisation survive. It can be a heavy storm, damage, staff problems, DTI hassles, arrests or even financial. Financial worries are not new to Caroline, though. That organisation will never be killed-off by money worries. And, because of that, feelings that Radio Monique will pull out of the leasing agreement for airtime on one of Caroline's transmitters are just laughed off by Caroline's senior, long-serving staffers. The removal of Monique would mean Caroline could approach the US Evangelical organisations to buy even more time, in the prime daytime hours, reaching a far wider audience than they do now in the early evening. These US groups will lap up the airtime and pay good dollars to air their messages. So, no worries on that score for Caroline!

The 20th anniversary of the introduction of the Marine Offences Act 1967 will also serve as a reminder of how slow our Radio Industry has been to act to consumer demand.

The popularity of the Offshore Pirate stations was supposed to be met, according to Harold Wilson, by a single pop channel on the Beeb. Later, the Conservatives following further pressure, gave us commercial local Radio.

But, are we not in very much the same position now as we were back in 1964 - before Radio Caroline arrived?

I really thought, that day in 1967, we would have got our act together in 20 years time!

To those of you grabbing a copy of NOV RADIO at THE RADIO FESTIVAL, do make sure you are able to read all we print on a regular, fortnightly basis. We mail first-class post to all subscribers and we do cover the entire Radio industry. Have a great time in Bristol. I am there in spirit and our reporters are drinking it! HR.

Now Radio

Openings

A Professional, Experienced and Entertaining English-speaking Radio DJ is required immediately by RADIO BANGKOK, a commercial Radio station in Thailand. 3 hour programme per day, 5 day week (not weekends). Good Salary and negotiable depending on past experience and track record. In the first instance, please Mr. Thawee on (01) 440 3081 after 8pm for further information and to make applications....

BBC RADIO SUSSEX has a vacancy for a NEWS PRODUCER to work from a base in Eastbourne. Usual duties and experience (as journo at sub-editor or Reporter level) required. Salary £10,881 - £15,388 plus annual allowance of £1,066.....

The RADIO SCOTLAND Young Journalist Training Scheme offers an ideal opportunity for up to 4 people a year to undergo professional training in Radio Journalism. Whilst there will be formal training in broadcasting techniques, the main emphasis will be practical. You will work in the RADIO SCOTLAND News & Current Affairs Department researching, news writing, interviewing and broadcasting. In addition, there will be formal working assignments to community stations. You must have a good academic standard, a knowledge and understanding of current events, a good microphone voice, a lively enquiring mind and proven journalistic or relevant experience which suggests a genuine interest in and commitment to broadcast journalism. A One or Two Year contract is offered. Salary £8,228 - £11,610. Based Glasgow.....

An Experienced RADIO REPORTER is needed to join the team at RADIO MERCURY in Crawley. Applications, with demo vox cassette should be mailed to AUSTIN MITCHELSON, RADIO MERCURY, Broadfield House, Brighton Road, Crawley, West Sussex.....

BBC RADIO SHROPSHIRE has an opening for a PRODUCER to be based at Bridgnorth and cover areas such as Ludlow. Salary £10,881 - £15,388 plus £1,066 annual allowance.....

BBC EXTERNAL SERVICES need Experienced JOURNALISTS to be based at Bush House. For these jobs you must have either worked abroad as a journalist, or handled international news for radio or newspapers in the UK. Successful applicants will have the opportunity to train in tv production. Salary £12,211 - £16,718 plus £624 annual allowance.....

If you have a track record for turning ideas into programmes, and you're either living in, or prepared to move to Stoke-on-Trent, BBC RADIO STOKE could be the place for you! They've an opening for a PRODUCER. The salary runs £10,881 - £15,388 plus £1,066 per annum allowance.....

NOW RADIO is looking for somebody to help in the production of the newsletter who is the owner of an AMSTRAD PCW8256 and who can type copy for articles, etc. Please contact HOWARD G. L. ROSE at NOW RADIO (0536) 51 44 37.....

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.

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