

Now Radio

THE Magazine for
Today's Radio
Industry

Issue number 47

March 1, 1988

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LADY MAD * 1

**THE Magazine for
Today's Radio Industry**
NOW RADIO

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EDITORIAL COMMENT

Issue number 47

March 1, 1988

The increasing problem of interference caused by unlicensed radio stations, particularly in the London region, has caused us to decide to reproduce a special article which was originally carried in NOW RADIO (#34) last year. The article was written by Norman McLeod. It is our hope that in reproducing this important article the operators of all unlicensed stations in London (and elsewhere) will decide to Tidy Up Their Act. If not, some of that £400,000 extra funding for the Dti's Radio Investigation Service, could be spent removing many, many stations from the airwaves.

+++++

There are a hundred and one things to decide on before you even switch on your transmitter having applied for your licence from the Radio Authority. In this issue of NOW RADIO we start a new series of articles which will take prospective broadcast station owners on a step-by-step tour of the important and often time consuming tasks that need to be carried out in preparation for the special day when you actually start broadcasting. The estimated start-up date for many new stations may seem a long way off - but it's time that can be used to make sure that what you want is really what you, your listeners and advertisers, get.

NOW RADIO

Now Radio

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CAPITAL BUYS RIVIERA RADIO

CAPITAL RADIO (London) has bought a 60% stake in RIVIERA RADIO, a commercial FM operation broadcasting to the South of France. It bought the shares from the Australian LINTER group for £130,000.

BATE HOLDS ON TO ESSEX

BROADCAST MARKETING SERVICES holds the £1 million-per-year airtime sales contract for ESSEX RADIO after pitching against IRS and SAS. Last year former Chief Executive EDDIE BLACKWELL attempted to move contract to SOUND ADVERTISING SERVICES.

BLACKBURN 'STORMS OUT' OF STATION

TONY BLACKBURN pulled another great publicity stunt on Friday morning by storming out of the studio in the middle of his BBC RADIO LONDON programme claiming that he could no longer stand the noise and conditions caused by building work going on in an adjacent studio from where he was presenting his controversial morning soul show. He returned after a period of time claiming to have reached a new agreement with the management of the station.

RENTON ON RADIO

TIM RENTON, the Home Office Minister with special responsibility for broadcasting, addressed the RADIO ACADEMY last Thursday night and caused a storm amongst non-ILR/prospective New Entrant groups. Questions were raised on a number of key issues, including national commercial radio, the transitional arrangements for ILR and the matter of how many frequencies make one licence.

A number of Ministerial responses consisted of what some pundits believe will become standard jargon over the next couple of years, "That will be a matter for the Radio Authority..."

There would appear to have been considerable pressure from the ILR trade body AIRC. The Minister spoke on ownership and attempted to clarify the ownership rule proposed by the Government.

TIM RENTON said one company/organisation or individual would be limited to a controlling interest in one national and up to 6 local stations.

When asked what constituted six local radio stations, the Minister explained that existing ILR stations - with, as an example here 9 transmitters/frequencies in the case of GWR - will be able to operate under one licence with the new Radio Authority. Observers feel that it should be a case of ONE TRANSMITTER/ONE LICENCE.

RENTON explained that stations would be able to maintain their present frequencies if they could prove to the new RADIO AUTHORITY that they needed them to cover their area, or that they were providing separate programme services on additional frequencies. There is widespread support for a one licence per frequency policy - but it would seem that pressure has been put upon the Home Office by the AIRC/ILR lobby to allow ILR

stations exemption from such a ruling, even if it were to be strictly applied to future new entrants to the industry.

There is also belief that a rule should be imposed stating that, unless there were extraordinary circumstances, one licensee could not own and operate more than one radio service in the same market.

It would also appear that whilst the Home Office may have been prepared to wait to outline application procedure in Parliament at the time the new Bill is introduced, it may now issue a special paper which would explain the workings of the RADIO AUTHORITY and licence application procedures for prospective applicants.

There is also strong indication that the Home Office may be ready to back down on the requirement for any national commercial radio stations to provide a format of diverse programming. There has been much pressure from interested parties to allow specialisation and full targeting of programming.

Whether the Government will go ahead with offering the national licences to the highest bidder via tender subject to special conditions is also being questioned in Whitehall. Again this has received much criticism.

ONE FREQUENCY PER LICENCE?? Let's have YOUR views.....

LOUD IN STROUD!

SEVERN SOUND, the Gloucester ILR, opens its Stroud relay on 103 FM on Monday, 7th March.

A number of programmes will originate from the area during the first week of the new forward-funded relay which will serve around 60,000 potential listeners. Presenters STEVE ELLIS, ROGER TOVELL, ALAN ROBERTS, DAVE WRIGHT and JERRY JAMES will be on the remotes along with the station managing director EDDIE VICKERS.

GWR WILL GO FOR STOCK MARKET FLOATATION

The GWR Radio Group which increased profits in the year to September 30, 1987 by nearly 500% more than the previous year is now preparing to float the company on the Stock Market within weeks.

GWR consists of ILR franchise operations in Wiltshire, Bristol, Bath and its newest acquisition, PLYMOUTH SOUND.

Pre-tax profits in the latest accounts were around £500,000. Earnings per share of 25.5p were up from 6.7p in the previous year.

The GWR Group was formed after the partnership between WILTSHIRE RADIO and RADIO WEST, master-minded by BBC Chairman DUK HUSSEY when he was chairman of RADIO WEST. In the three years to 1985 that station lost around £1,000,000.

On October 1st, 1985 the management team which had successfully pioneered ILR in Swindon and Wiltshire took control and within months ratings were up in Bristol by 50%.

In May last year the company launched GWR RADIO BATH, followed by the summertime takeover of PLYMOUTH SOUND.

GWR Radio Group will be floated on the Unlisted Securities Market. Further acquisitions and expansion are, according to RALPH BERNARD, Group managing director, high on their list of priorities.

The expected market capitalisation will be in the order of £3,000,000.

GWR NAMES NEW CHAIRMAN

The GWR Radio Group has named HENRY MEAKIN as its new Chairman. He is Chairman of the highly successful USM-quoted ASPEN COMMUNICATIONS based in Cirencester. ASPEN hold 23% of GWR shares. HENRY MEAKIN takes over from JOHN FONTIN who resigned the

post in December. He remains Deputy Chairman.

NICOLAS TRESILIAN, Chairman of GWR subsidiary station WILTSHIRE RADIO, has been appointed Vice-Chairman of the GWR Radio Group.

FISH IS NEW MANAGER AT RADIO NEWCASTLE

TONY FISH is to be the new Manager of BBC RADIO NEWCASTLE. He is currently acting manager and Programme Organiser at BBC RADIO YORK. He succeeds BOB WRACK who retires from the BBC at the end of March.

TONY FISH, 36, hails from Surrey but has strong family links with the North East. His mother was born in Jarrow and grew up in South Shields. FISH joined the Corporation as a Technical Operator (TO). Two years later he became a Producer with RADIO ONE, moving to RADIO LONDON in 1979. For several years he presented that station's breakfast programme.

After a spell in the BBC local radio training unit he moved to York in 1982 to help set up the BBC's new local radio station for North Yorkshire.

Commenting on his appointment, TONY FISH said: "I am naturally thrilled at the prospect of managing such an important station. The facilities of the new Broadcasting Centre in Fenham are among the most advanced in the country and I am looking forward to working with an enthusiastic and supportive team."

RADIO NEWCASTLE services an area comprising around 1.5 million people across Northumberland, Tyne & Wear and the northern part of County Durham.

MORE WALKER

JOHNNIE WALKER takes over the GARY DAVIES show on RADIO 1 between Monday March 7 - 11.

CASEY KASEM TO QUIT AMERICAN TOP 40 ??

ABC WATERMARK has announced that it is "seeking a replacement" for CASEY KASEM, host of AMERICAN TOP 40, following a breakdown in contract negotiations.

AMERICAN TOP 40 is the highest-billing, most-widely listened-to longform music programme in the USA, where it is aired on 475 stations, as well as on many other stations worldwide. KASEM has been presenting the syndicated show for its entire 10-year run.

Although CASEY KASEM's contract does not officially expire until January 1989, it is not uncommon, in the States, for contract renewal negotiations to begin a year in advance for someone of KASEM's stature. According to ABC WATERMARK Vice President (Entertainment Programming) TOM CUDDY,

negotiations started in July, but broke down over money. However, ABC's announcement that it is seeking a replacement for KASEM did indicate that talks might still resume, and that AT40 would continue with CASEY KASEM as host.

In any case, ABC WATERMARK have been quick to point out that they would retain the right to the name AMERICAN TOP 40, as well as exclusive use of the BILLBOARD HOT 100 singles chart. CUDDY said that ABC WATERMARK are confident the show will continue to be successful with a new presenter, and that he'll be looking for other nationally-known air talents, or those with the talent to attain that status in the future.

So where would CASEY KASEM go? Current rumours seem to put him on the road to join WESTWOOD ONE, who bought the NBC RADIO NETWORKS last year.

AMERICAN TOP 40 is estimated to generate 6 - 6½ million dollars a year, and KASEM is said to have

been offered a 17 million dollar, 5-year deal, but head of WESTWOOD ONE, NORM PATTIZ, denies any offer has been made. However PATTIZ will admit that CASEY "would be very attractive to us under the right circumstances."

PAUL EASTON

NEW NASB DIRECTOR NAMED

GAVIN McVHIRTER of the University Radio station at Loughborough URL has been elected as the new director of the NATIONAL ASSOCIATION OF STUDENT BROADCASTING (NASB). He takes over the position from CLARE KELLETT of UNIVERSITY RADIO YORK.

AIRC & RMB ON THE MOVE

The ASSOCIATION OF INDEPENDENT RADIO CONTRACTORS and the RADIO MARKETING BUREAU are relocating as from Monday March 14th.

The new address will be Radio House, 46, Vestbourne Grove, London, W2 5SH. Telephone: (AIRC) (01) 727 2646 and RMB at (01) 221 2535. Fax (01) 229 0352. Telex 24543.

MPs NOMINATE BBC WORLD SERVICE FOR NOBEL PEACE PRIZE

More than twenty British Members of Parliament, from all main political parties, have nominated the BBC WORLD SERVICE for this year's NOBEL PEACE PRIZE.

The winner will be named in October from Stockholm, Sweden.

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SUBSCRIBE USING ACCESS OR VISA!!!

ANOTHER RADIO MERGER UNDER WAY?

RADIO FORTH, which took over financially-troubled RADIO TAY in 1986, has started talks with Aberdeen's NORTH SOUND RADIO.

RADIO FORTH is proposing a merger of the two companies with the aim to strengthen the operations ahead of deregulation under the new RADIO AUTHORITY.

If the two op's decided to merge they would need to receive IBA approval.

The IBA still has to decide whether it will agree to two other mergers currently being proposed.

One is between BRMB (Birmingham) and MERCIA SOUND in Coventry. The other is that of RADIO 210 in Reading and 2CR in Bournemouth.

RADIO MONIQUE RETURNING

The Dutch-language RADIO MONIQUE will resume broadcasting on 819kHz AM from the CAROLINE ship ROSS REVENGE within a couple of weeks, according to sources at both operations.

New studio equipment has been delivered by a recent tender for the re-start of the service which was silenced by the 300ft antenna mast collapse late November.

RADIO SHIP PREPARES FOR AIR

The radioship WANNELL should be under way for a European anchorage shortly.

The ship, which was bought to house the abandoned HITS 576 project, has been lying in the Northern Spain port of Santander.

Last year an offer of \$200,000 for the ship and its broadcast equipment, but the vessel's owner turned down the 'cash-on-the-table' deal. It will be the biggest-ever offshore commercial radio ship

SPECIAL EVENT LICENCES

The Home Office is to allow an unlimited number of Special Event Radio stations to operate this year, FM will be available for the first time and the length of time a station may broadcast has been extended.

An applicant can request an FM channel for a Special Event station, but will have to pay £700 for the licence.

Stations will still be restricted to broadcasting only to the immediate area of an event - but more than 50mV will be allowed if required by a station.

Stations will be allowed to broadcast for up to 4 weeks in the year of the licence and there will be no upper limit on the number of licences granted.

A Home Office spokesman told NOW RADIO the only criteria would be the availability of a frequency to be used.

There is to be no closing date for applications. The Home Office says it wants applications in six weeks before any planned event.

The cost of licences will be:

AM (50mV)	£100 (reduced)
AM (over 50mV)	£450
FM	£700

The Home Office already has more than 20 applications for Special Event Stations for later this year.

NO NEW ILR WITHOUT HOME OFFICE APPROVAL

The IBA has been told that they must not advertise any new ILR franchises without first making a formal request to the Home Office.

Currently the IBA is seeking contractors for two new areas; CAMBRIDGE/NEWMARKET and EASTBOURNE/HASTINGS.

CLYDE-FM READIES FOR PPL NEEDLETIME AGREEMENT

JIMMY GORDON, speaking to NOW RADIO, said he did not want to pre-empt the outcome of talks at PPL over Needletime arrangements for his company's planned split-frequency service CLYDE-FM.

At present ILR stations are restricted to nine hours commercial needletime per day by PPL.

Recently an agreement was reached with PRS for the use of copyright material. This was outlined in NOW RADIO (#46) and NOW RADIO REPORTS (#11).

JIMMY GORDON explained that whilst the February 29 start-up date for CLYDE-FM had past, he was hoping to hear from PPL "any day now."

GORDON, who has already hired an extra six staff to run the new service, said that if there was no agreement with PPL on Needletime, "No ILR station in the UK will operate split-frequency radio services."

A massive £100,000 launch promotion budget has been set aside for the new station which JIMMY GORDON explained could be switched on within days of PPL offering suitable terms.

CAROLINE BROADCASTS ON SHORTWAVE

CAROLINE finally switched on its 10kW (max output) shortwave transmitter last week following months of delay and preparation. The new transmitter is broadcasting CAROLINE 558 programmes on 6210 kHz.

A deal with United States Evangelical organisations calls for a constant and clear signal for a period of not less than one full month before final contractual arrangements are made for a round-

the-clock 'pay-for-pray' radio service.

CAROLINE speaks of running a 6-hour block of programming four times in a 24-hour period.

Technical Operators would be hired to 'play in' such pre-recorded programming.

CAPITAL RADIO GOES SATELLITE

London's CAPITAL RADIO is being beamed worldwide via Satellite.

Not aimed at general public consumption, however, the station is used by London staff of NBC and ABC NEWS when they are not feeding material back to the USA via the satellite as a form of sustaining service.

MOTOWN SLOT SPONSOR DEAL

PICCADILLY PRODUCTIONS have inked a deal with BUDWEISER who will sponsor British radio's first once-a-day syndicated programme.

The show will run five minutes per day for twenty episodes featuring MOTOWN music and acts.

The first goes out Sunday March 20th and over 20 stations should run it.

The deal is worth some £100,000.

OPTIMOD EXTEND RANGE

ORBAN have launched an interesting addition to its well-known range of OPTIMOD audio processors.

The 9105A OPTIMOD-SW unit is specifically designed for shortwave/international radio broadcast stations. It will operate for both conventional and SSB signals.

According to a spokesman for ORBAN the unit provides 3 - 4 dB more 'loudness' than the OPTIMOD AM system currently in service by scores of commercial and public broadcasting organisations.

**HARDY
READIES ULSTER'S
NEWEST MUSIC
LEADER FOR LAUNCH
THIS WEEKEND**

Former CHILTERN RADIO Head of Music TOM HARDY is putting the final touches to plans to launch a new Border Blaster commercial radio station in Ireland.

The station, KISS-FM, will launch this weekend on Saturday March 5th and will broadcast 24-hours a day.

The station is located in The Mall, Old Cross Square in Monaghan, and will beam a powerful stereo FM signal into Northern Ireland, including Belfast and a population of more than 1.5 million.

Station Manager TOM HARDY told NOW RADIO: "We will be 'music intensive' with interruptions to music flow kept to a minimum - the hottest hits, best album cuts and the fondest memories - back to back, around the clock."

The format will be targeted at the 18-35 year old, especially those at the upper-end of the socio-economic demographic.

Five records each week will be selected as KISS POWER CUTS and will be given high priority rotation.

The station will broadcast on 103.7 FM and 100.8 kHz AM. The address is KISS-FM, Unit Two, The Mall, Old Cross Square, Monaghan, Eire.

Telephone: (010) 353 47 84028.

The station has been conducting high-power test transmissions for the last few weeks and reception is reported as being of a very good standard throughout Northern Ireland.

**AM vs FM
LISTENING SURVEY**

HEREWARD RADIO (Peterborough) has conducted a survey which managing director STEWART FRANCIS described to NOW RADIO as one "with what, to

some may provide an interesting picture."

Over a 7-day period HEREWARD RADIO ran two carts - one for AM and the other over its FM transmitter - asking people listening to call a number. The number for AM was different to that for FM.

During the week some 1,500 calls were made to the station's VOTELINE system.

The outcome was:

FM listening 65%

AM listening: 35%

FRANCIS said "I am not claiming that this is a completely scientific result, but it does show that, whilst the industry believes the British public have not yet 'discovered' FM, certainly in our area they have...."

STEWART FRANCIS said NOW RADIO should suggest this experiment be extended to other stations who are looking to discover their own AM/FM listening ratio.

One area the survey could not, for obvious reasons, check was the waveband that car drivers were tuned to.

When we asked what plans HERWARD RADIO has for split-frequency operations, STEWART FRANCIS said that the station is currently carrying out extensive research before making any decision on what to offer listeners.

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N O W

R A D I O

N E W S L I N E

From 5pm - 9am weekdays and 24-hours at weekends, you can call and hear a brief summary of some of the latest news stories. Call (0536) 514437 and Listen!

PAYOLA SCANDAL. SET TO ROCK U. S. RADIO

GRAHAM KENNEDY
For NOW RADIO

Details of alleged cash payoffs - payola - to personnel of commercial radio stations by independent record promoters hired by a Californian record promotions firm - are set to rock the industry.

Indie promotions men and women are nowadays being paid large fees for getting singles added to radio station playlists.

A two year long investigation into Payola has been conducted by the Los Angeles Strike Force of the U.S. Department of Justice's Organised Crime & Racketeering Division.

Recently the Strike Force subpoenaed Programme Directors of radio stations in Fresno and Sacramento. At least one admitted to receiving Payola from a key-figure in the Force's investigations.

Millions of Dollars, it is claimed, have been paid by major record firms to the individual. Weekly cash payments have been sent to Programme Directors who in turn would both add the required titles and submit favourable reports to industry charts.

It appears that between around \$5,000 a week was split among a group of around eight Programme Directors on a rotation basis. The payouts spread to a total of around 30 different radio station executives.

Cocaine and Prostitutes were also provided to some station executives and programmers, according to one inside source with knowledge of the figure being investigated by the State.

One person, who will testify to the Los Angeles Grand Jury, claims that \$13,000 was once sent to a holidaying station executive in

Mexico for favours.

Record Labels were paying the person under investigation as much as \$150,000 a week to get records added to as many playlists as possible around the nation. At times he worked on as many as fifty or sixty different titles at the same time. The cost of using indies to get records added to playlists is high, even away from payola scandal ridden areas.

Managers claim it can cost around \$80,000 to give a disc a chance of becoming a hit today in the United States.

Independent Promotion people get paid as much as \$2,000 for each major CHR-format station that adds their title. However \$1,200 to \$1,500 is more likely.

LBC RADIO SCRAPS TAPED CLASSICAL SHOW

LBC RADIO has dropped its early morning hour of taped classical music and from February 29 has been running a new programme DAWN TRADERS, produced by the station's financial staffers.

The show runs from 0530 - 0600 and will feature a wide range of news, interviews and features for the business and financial community. Classical music will not be lost altogether, however, as the half-hour until 0530 will feature a selection of such music.

OYSTON BACK IN RED ROSE CHAIR

OVEN OYSTON has resumed Chairmanship of RED ROSE RADIO Group following moves to gain control of 15% of the company shares.

The company owns commercial stations in Preston, Leeds and Cardiff.

SECOND SATELLITE RADIO STATION FROM HOLLAND

Following the official start of CABLE ONE on February 1, 1988, a second satellite-delivered radio service has announced plans to NOW RADIO.

RADIO 10 plans to start broadcasting on Monday March 7th. It will broadcast 24-hours daily and offer hourly news and three set commercial breaks per hour.

Four key personnel at the station are PETER JELGERSMA, a well-known advisor in The Netherlands on media and telecommunications; FOPPE JAN SMIT, who until last year was a town architect; JEROEN SOER, a former deejay with RADIO CAROLINE (78/79) and who has also worked for VARA RADIO on the media programme 'Het Circuit'. Last year he worked for SKY CHANNEL and currently works for TROS RADIO & TV. The fourth main person on management is former McCANN-ERICKSON agency account manager PAUL BLOMBERG.

JELGERSMA and SOER became known to each other last year when they appeared on the media programme. They realised the potential in Satellite Radio and decided to plan their venture quietly and keep everything secret until the passing of a new Act of Parliament in The Hague which permits stations to bring programmes into The Netherlands provided that no more than 5% of airtime is given over to commercial and that no commercials are transmitted on Sundays.

This law does not apply if the station is non-Dutch owned. So get around the law the team founded the ASSOCIATION STUDIO DIECE. This association has the purpose to bring Dutch culture to Dutch people living and working in Northern Italy.

They next bought a radio station, RADIO RETE ZERO, which would

broadcast their programmes on 105 MHz FM in Italy. The programmes are mostly made in studios in Amsterdam and transmitted over landlines to Italy. Officially, after that the signal comes back by landline to Brussels where it can be transmitted by an earth station to satellite. NOW RADIO has actually discovered that the signal in fact goes directly from Amsterdam to Brussels. From there the Earth Station relays the signal to the ECS F1 satellite where the sidebands of the FILMNET transponder will be used.

An initial deal with TROS RADIO for the provision of news has also been upset. Firstly Dutch media law forbids TROS from providing news direct, so a agreement was arrived at whereby TROS would provide RADIO 10 with news scripts on its TELETEXT service. At the last moment, however, TROS withdrew the arrangement, seeing RADIO 10 as potential competition.

Of the 16 deejays, two names are so far known: FERRY MAAT, early seventies presenter with RADIO NORDEE INTERNATIONAL and after that and until the present time with TROS RADIO, and ADAM CURRY. After a period with land-based pirates in Amsterdam he joined RADIO VERONICA three years ago. Since last September he has been working for MTV in the USA. He will host a regular show on RADIO 10.

The format will be MOR during daytime, with some special features aimed at housewives and more Top-40 at times when children are available to listen.

RADIO 10 hopes it will be available to a million cable subscribers on its opening day - a figure they hope to double by the end of the year.

RADIO 10 should be on-line in Amsterdam, the world's largest cable system, from day one.

Shortly we will look at Advertising Rates and the way radio airtime is sold in The Netherlands

HANS KNOT

PRODUCT REVIEWS

This is a new section for NOW RADIO Correspondents to review new products, services and other radio-related items. If you have something for us to review, please send it to: NOW RADIO, REVIEW, PO BOX 45, KETTERING, NN16 0NW.

DRIFTBACK

20

The
Edited
Highlights

Description: Double Cassette set.

Price: £4.49p

Producer: JULIAN WELLINGS

*Distribution: CM
Hertfordshire, 3 Hammond
Court, Front Street, Slip
End, Luton, LU1 4DA.*

*Availability: Immediate
Despatch*

On Saturday August 15th, 1987, an event was held in central London to mark the 20th anniversary of the introduction of the Marine (etc) Broadcasting Offences Act. As well as hundreds of present day fans of CAROLINE - and as a result of its appearance on the scene,

LASER - there were staff from the stations going right back to the earliest days.

This two-cassette set is not studio quality and has not been edited on anything but domestic equipment, never-the-less, for the enthusiast it is worth both reviewing and having in ones collection, if not only for what in my opinion was the (audio) highlight of the whole event, the entry and interview with JOHNNIE WALKER.

The interview, with a series of questions taking up a little too much time and asked by JOHN BURCH, was far reaching, honest, interesting and, like just about anything JOHNNIE WALKER ever says, well worth listening to. I for one am pleased that the JOHNNIE WALKER interview, in which he talks of CAROLINE and Radio past, present and future lasted for a good portion of the tape.

Perhaps I should be honest and claim that the sound of a few rather drunk people (mates, an' all!) on stage could have been edited out, if only to save them embarrassment - and the appeal for those leaving the event who had been drinking not to use their cars by none other than MIKE ROSS should have been given a miss.....

But this was promised to be the Edited Highlights, and along with CHARLIE WOLF telling anyone who would listen what CHARLIE WOLF will, that's exactly what it is.

For anyone who attended and missed what went on up on stage for most of the time, this is a good second-best.

COMMUNICATIONS

WE ALWAYS WELCOME YOUR LETTERS FOR PUBLICATION, PLEASE SEND THEM TO:

THE EDITOR
NOW RADIO
PO BOX 45
KETERING
NORTHANTS
NN16 0NW

CABLE & SATELLITE

THE CABLE AUTHORITY
6111ingham Street
London
SW1

Dear Howard,
LEO B BRIGHTSTAR's article on Satellite Radio showed that while he knows a lot about Satellites he knows very little about cable.

Modern broadband cable systems - and indeed some of the older narrowband systems - distribute radio signals on the FM band avoiding the need to tie-up TV channels. Most cable operators in the U.K. offer a wide range of radio stations including out of area ILR and BBC local radio as well as in some cases Community Radio stations (e.g. RADIO THAMESMEAD, COMMUNITY RADIO MILTON KEYNES, RADIO ROSHH1) and satellite delivered stations such as VOICE OF AMERICA, BBC WORLD SERVICE and CABLE ONE.

Of course, there is still a limit to the number of channels available on a cable system but for Mr BRIGHTSTAR to suggest that cable companies can only offer six channels shows how out of date he is. In Westminster, for example there are twenty television channels carrying programmes from twenty-three different stations and in some places there are over thirty-six channels available. In

radio terms cable operators are limited only by the channel capacity of the FM band and it is comparatively cheap to install a stereo encoder/modulator to carry extra signals.

So there is no risk of cable companies having to drop TV channels in order to add extra radio stations - indeed most would be only too happy to be offered extra radio channels, be they commercial or community based.

Your sincerely

TONY CURRIE
Controller of Programmes
The Cable Authority

+++

MV COMMUNICATOR

Offers are hereby invited from serious parties to the Motor Vessel COMMUNICATOR. This vessel may be sold complete with a range of equipment, including two 25kw CSI AM transmitters.

Please address offers:

Dept COMM
c/o NOW RADIO
PO BOX 45
KETERING
NN16 0NW

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L O O S E
E N D S

Very good (at least in terms of duration and the number of people they interviewed) feature on ANGLIA TV's ABOUT ANGLIA evening news programme on Tuesday February 16 on the future deregulation of radio. Featured were WICKY MITCHEL of UNIVERSITY RADIO ESSEX, CASTLE RADIO (Colchester), HOSPITAL RADIO COLCHESTER, NIGEL FITCH of COLCHESTER COMMUNITY RADIO Ltd, STEVE BUCKLEY of CAMBRIDGE COMMUNITY RADIO and DES SHEPHERD of CASTLE RADIO and the COMMUNITY RADIO ASSOCIATION.....

PICCADILLY RADIO is operating an FM split-frequency service FM 103 on Sunday afternoons with ROBIN ROSS whilst Rugby League is broadcast on 1152 AM.....

Great how we can predict things! PETER MacFARLANE started the 1700 - 2100 airshift on OCEAN SOUND (NORTH) The Light FM on February 29th. Well done, lad!.....

CABLE & WIRELESS and GEC have both increased their holding in CLYDE CABLEVISION.....

The recent beating-up by Brazilian Police of RADIO 1 deejay SIMON BATES: Could this be the start of a new trend.....?!

After being put through, incorrectly, to their newsroom, we asked a young lady at RED ROSE RADIO if anyone knew what the latest situation was with the company (OVEN OYSTON/DAVID MAKER, etc). Most unsure this young one was overheard asking a certain executive, "It's NOW RADIO - they want to know what's going on in the company...." Executive overheard saying to her: "NOW RADIO would

like to know? We would all like to know what's going on in this bloody company!!!".....

Is a documentary about to be made about offshore radio - going right back to Easter '64 and coming right up to date? Watch this space!.....

A new unlicensed station in Kent is called K-SOUL and is aiming to broadcast 1800 Friday through 2400 Sundays.....

PETER PHILIPS has just celebrated the fact that he's now been with CAROLINE for three years.....

THE

NOW RADIO

ANAGRAM COMPETITION!!! How many words (three letters or more) can you get from the word 'COMMERCIAL' ??? Send your entries as soon as possible to: NOW RADIO (Anagram Comp), PO Box 45, Kettering, NN16 0NW. How about getting your listeners to help you out? If you do that we'll award a FREE subscription to any listener who helps a broadcaster become the winner - and the broadcaster will receive a gift suitable for somebody in our profession!..... If you do it on the air, please remember to send us an aircheck.

Jumping the gun?! OVEN OYSTON, despite the story on page 10 of this issue, is not back as Chairman of RED ROSE - at least not yet. However, supporters of his claim they have been forced to pay double the value of company shares in their bid to regain control of the three station operation. Claims abound that the OYSTON camp now has more than 50% of the shares. Battleground scenes on March 15th?! Watch these pages.....

EDDIE BLACKWELL, BACK IN ACTION!

EDDIE BLACKWELL, ousted following a big boardroom row from ESSEX RADIO in December, has stormed back into commercial radio just as predicted by industry pundits.

BLACKWELL, with one of the brightest records of any person in European commercial radio sales and who was a senior figure with top sixties offshore station RADIO LONDON, boss of AIR SERVICES and founder of ESSEX RADIO - where he had been both Vice-Chairman and Chief Executive prior to his departure - has been hired by GWR RADIO to advise the company in its development and expansion programme.

GWR, with franchises in Wiltshire, Bristol and Plymouth, is excited by the catch. Group Managing Director RALPH BERNARD said: "We are delighted to have EDDIE to call upon. His experience in marketing and of radio is unequalled. We have a great deal of activity scheduled and his contribution will be enormously valuable."

ABERDEEN INDIE MAKES RECORD PROFIT

NORTHSOUND RADIO in Aberdeen has announced record profit figures for the year ending September 30, 1987. Pre-tax profits were up from £25,480 to £172,413. Turnover exceeded a million pounds for the first time.

Both national and local airtime sales revenue figures showed significant increases, but Chairman ANDREW LEWIS uttered some words of caution in the light of DOUGLAS HURD's proposals for radio.

LEWIS made the point that provision would need to be made in the near future for the establishment of the radio station's own transmitter service. The station was also

exploring split-frequency op's on AM and FM. He said both these exercises would be expensive.

Figures for the first quarter of the current year, according to PAUL STEVENSON, managing director, indicate the growth is continuing.

INVICTA LISTENERS PREFER FM BAND

INVICTA RADIO (Kent) has released details of a major survey conducted by MORI.

62% of listeners to the station in the past four weeks tuned to the programme on FM.

The survey also showed that INVICTA has a 49% weekly reach, which the station claims is 16% points more than their nearest rival and 26% points more than BBC RADIO KENT.

Including the figure for children, INVICTA RADIO's weekly reach is now over 50% among 5 - 45 year olds.

Managing Director MICHAEL BUKHT said: "These figures are wonderful news. Over the last year we have been refining the quality of our programming and it is great to know the audience appreciates this. The FM figure is a bit of a surprise, and will give us lots to think about."

CAPITAL/COUNTY BID FOR OXFORD FRANCHISE

CAPITAL RADIO and Guildford-based COUNTY SOUND (already linked insofar as the London station sells national airtime on the Surrey outlet) are forming a new company which will apply for the ILR franchise for Oxford.

Talks have already begun with local-to-Oxford companies and prospective partners in the operation.

CAPITAL's interest in going for the Oxford franchise was revealed in a previous issue of NOW RADIO magazine.

The franchise has yet to be advertised by the IBA.

FAREWELL TO THE FEATURE

FEATURE BY NORMAN McLEOD

This will be the last centre-page feature from me for a while. With Now Radio taking the courageous step of moving to weekly publication from the next issue, I'm afraid there is no way I can double my output to produce both a feature and a comment piece in every weekly edition.

So I have decided instead to provide a comment piece every week facing the inside back cover as before, but I will only be writing longer features now and then when there's a matter that needs thrashing out in more detail than the comment slot allows.

As always, I am very pleased to consider reader's suggestions for features, particularly on technical matters of course. It has pleased me greatly to see all the comments appearing in recent letters page about things I have said (or am thought to have said). Even if someone totally disagrees with me and thinks I am a complete fool, I still take it as a tribute to my writing skill that someone has felt moved to write at all. So keep them coming!

I'd like to thank Howard and his team for their indulgence over the past six months, and wish Now Radio every success in its new format.

SPECIAL EVENT RADIO

Hot news this week is an announcement from the Home Office about the future of Special Event Radio.

This brings to an end the limbo which has existed since December 31.

I have not had the full details through in writing yet, but it appears that in future stations will be able to use sensible amounts of power on either AM or FM, although this will not come cheap. If operators will be satisfied with 50mV, then the cost has been cut to £100.

The original fee of £450 still applies for more than this on AM, while if you want anything at all on FM you will have to stump up a whacking £700.

Why so much? Is this an 'entry fee' designed to keep out all but the very wealthy? Has the IBA had a hand in these figures?

No, not at all. This is all administration costs, you see. Charities, on the other hand, go to great trouble to reduce their costs of administration so that the public knows that their donations are going to feed the hungry or cure the sick and not to pay comfortable bureaucrats' salaries.

Commercial organisations will also ensure a low-cost administration for the very simple reason that they don't want to spend any money they don't strictly have to.

But Government departments are under no such pressures. If finding a frequency for a tiny little one-watt station costs the Government £700, there is no opportunity for someone else to turn round and offer to do it for less, although I'd take the job on if I was able to.

Opening the services of the RRD to competitive tender would seem to be in the spirit of our times, and I must suggest this soon.

We've had Mrs Thatcher around for long enough to know nothing's sacred any more!

THE STORIES
SO FAR

Some of you may not have seen all the centre-page features to date, so I've compiled a list of them below. Full-size A4 reprints of any are available from me at 67 Preston Road, BRIGHTON BN1 4QE for 50p in stamps to cover photocopying and postage, except for the first two which are a quid.

Issue 34: TIDY UP YOUR ACT

Six pages which every unlicensed operator should read until he can quote it from memory. How to choose frequencies and keep out of trouble...

Issue 35: RADIO SANDHURST COVES
WEEK TAKES ISLE OF WIGHT TOWN
BY STORM!

An account of the experience of acting as Engineer for one of the most interesting Special Event radio stations in 1987. Six pages in the right order this time.

Issue 36: HOW FAR CAN YOU GET
WITH YOUR TEN WATT RIG?

An introduction to the complexities of service planning, looking in particular at the now-defunct community radio specifications.

Issue 37: WATCH YOUR LEVELS!

An account of the decibel, levels and meters, according to how things are actually experienced in the field, and stuff what the textbooks may say.

Issue 38: TO PROCESS OR NOT TO
PROCESS?

An examination of the pros and cons of Audio Processing, particularly on FM radio. Why Processing is a Good Thing usually, but why some people still hold out against it.

Issue 39: STUDENT BROADCASTING

A straightforward listing of all the active student radio stations in the country, together with contact names and phone numbers when known.

Issue 40: FOUR INTO SIX DOESN'T GO!

A challenge to the BBC's profligacy in frequencies. Probably a lost cause, but still worth airing.

Issue 42: AUDIO QUALITY: ULTIMATE OR
APPROPRIATE?

A discussion of the nice, smooth, mellow sound of AM radio. Slags off snotty hi-fi reviewers who look down their noses at medium wave radio on behalf of those who claim that amplifiers sound better sat on a special table costing £250.

Issue 43: REVIEW OF THE YEAR

This got me into trouble with the chairperson of the National Association of Student Broadcasters, though for the life of me I still can't see why.

Issue 44: GETTING PEOPLE STARTED

Looking at technical training for the new generation of radio engineers. Managed here to outrage most of the Relay collective, but that's never been difficult.

Issue 45: AN OPEN LETTER TO THE CRA

Trying to wake up the Community Radio Association from its torpor. Probably not worth the effort.

Issue 46: DOUGIE'S FUDGE AND MUDGE

Why the Home Sec's got it wrong again. Spelling out what the CRA has been very coy about lately: someone's got to do it, I suppose.

--- © J McLeod 1988 ---

**NOW SIR, IF I
COULD JUST HAVE
YOUR
OPINION.**

STEVE MERIKE

What I've done to deserve it I dont know. Perhaps I'm a typical listener as designated by a growing band of international computers. Perhaps sending me a long involved form to fill in justifies the cash spent on International Broadcasting. In truth I dont know but the forms keep on coming. The lastest is from Radio Moscow World Service. (at the last count 227 frequencies in 13/16/19/21/25/31/41/49/60 and now in the 75 meter band as well.) The good comrades wanted to know what, when, why and for how long. I like to be helpful so for all 19 stations who have sent me a form here is my:-

**TOP TEN INTERNATIONAL RADIO
STATIONS.**

10. Radio RSA Jo'burg (21590)
The station puts on a brave attempt at being partial.
 09. WYFR USA (7355/21615)
Religion at its brightest but best programme is 'Post bag' Karan is wonderful, the letters are an antidote for depression.
 08. Radio Tirana Albania (7065)
How so few albanians can do so much is an amazement. From thier figures the Youth built over 300 Kilometers of railway in 6 weeks. Imagine the productivity of the parents.
 07. Radio Ulaanbaatar Mongolia (11870)
A new comer with potential and verve. Listen for the Tribes men racing results and the feature 'Building the Ubsa Nor
- Power Station' in 26 electric episodes
 06. WCSM USA (9495/9850)
Piety and pulpits for Sunday MOR and a very good News Service Mon-Fri. Sat. is Engineers rest day.
 05. RAE Argentina (11705)
Best time for listening is 0200 with full treble. Learn the Malvinas Mystery and blow by blow accounts of the latest Military Maneuvers. Fans of Latin American Music will enjoy RAE.
 04. Radio Beijing China (11715/9655)
Phone Line sound quality belies good news service and entertaining comments on life in Peking. Night on the town will cost £2.50 but end at 10.
 03. VOA USA (9760/6040)
News, Music, Science and Special English make VOA still the best window on life in the US. Listen for the Goodmorning Programme. Still pitching for third world friends.
 02. Radio Moscow World Service USSR (13790/1386 plus)
If effort alone got you to the top RMWS would be No.1. On 24 hours, 227 frequencies and a comprehensive news and information service. Main topics:- Peace and Polaris.
 01. BBC World Service UK (12095/5975/648 plus)
Simply the best. John Tusa has every right to be proud. 120 million Earth Citizens tune in for unbiased News and Entertaining Information.

I hope that answers the questions.

Coming soon: 'Cliffhanger' and why.

TIDY UP YOUR ACT!

THE PURPOSE OF THIS ARTICLE IS TO OFFER SOME ADVICE TO UNLICENSED STATIONS ON GOOD TECHNICAL CONDUCT, particularly on the tricky and little-understood subject of frequency planning. I hope also to look at some other aspects of a station's technical performance which have a bearing on the amount of annoyance caused to other users of the radio spectrum.

To begin with, I should clear the decks by saying that in writing this advice I am not condoning, far less encouraging, people who break the law. But it seems obvious to me that people will continue to establish pirate radio stations whatever I or anyone else may have to say about it. It would therefore be as well that they are aware of some technical facts and factors which would allow them to act more responsibly towards each other and towards society as a whole.

GOOD BEHAVIOUR PAYS

Quite apart from these selfless aims, it is clearly in every unlicensed station's own interests for it to cause the minimum of annoyance to others, particularly people trying to use the spectrum for lawful purposes. A station which radiates a 'dirty' signal - one which interferes with reception of other stations - must surely come higher in the order of priorities for a 'bust' by the authorities than one which keeps itself in good technical order.

From what I have observed on my own receivers about the country, unlicensed stations don't always use sensible planning criteria in choosing a frequency. The kindest thing that can be said about this behaviour would be that they simply don't know any better.

SECRETS & MEETINGS

No doubt in many cases ignorance is bliss. Frequency planning as an art or science is not taught in schools, and although the BBC, the IBA and the DTI have amassed considerable expertise in this matter, information is not readily handed out to any anorak with an illegal transmitter.

In this country the whole involved matter of frequency planning, with all its political overtones in terms of who gets what, is discussed behind closed doors. The key frequency planning committee meets in secret to decide whether proposals for new services or changes to existing ones can be given clearance.

PRIVATE FIRMS

Some private firms also have the computer programs and other resources needed to give guidance on frequency use, and such information will be made readily available to clients buying a large transmitter.

Most frequently this knowledge will be used to predict the service area of a proposed transmitter for use abroad, where the planning services are not perhaps as well developed as they are here.

A small unauthorised radio station, however, is unlikely to find the planning experts falling over themselves to assist, though they might be lucky and find someone within a commercial company who will give some help off the record.

Even within the BBC, IBA and the DTI there are one or two who will let the odd hint slip out in conversation...no names will be revealed here, naturally!

BASIC GROUNDRULES

Neither you nor I have immediate access to the incredibly complex computer routines nowadays used to plan frequency use. But by observing some basic ground rules, and using no more than our eyes and ears and some readily available information, we can have a fair stab at planning a new service successfully.

The first ground rule I would recommend concerns what would formally be called "observing sufficient frequency separation to avoid adjacent-channel interference to protected services". Translated out of frequency planner's gobbledegook, this means basically NOT BEING TOO CLOSE to frequencies which listeners in your area might reasonably expect to be able to use for reception of their normal services.

What you have to do first is compile a list of all the services which are likely to be used anywhere (and not necessarily everywhere) inside your primary service area. The radius of your primary service area is difficult to predict without going into elaborate discussions beyond the scope of this article, but let's say that for a VHF station it is likely to be around line-of-sight from the transmitting aerial plus a third, while for an MF station it can be taken as, say, 10km for 100W input drive into a temporary aerial of no great efficiency.

The "primary service area" is always smaller than the "impact area" by a considerable margin. The "impact area" includes all those places where the signal from the transmitter is not strong enough to provide fully adequate reception on modest receivers, but is still sufficiently strong to be a potential source of interference to other stations.

COMPILING THE LIST

To make up the list of frequencies which need to be protected from interference from your transmission, you will need to look up a reliable and complete guide to frequency assignments. Both the BBC and the IBA publish little booklets listing their transmissions, and these are usually updated annually. However, although in the sense to mention each other's transmissions on the TV channels, it has never occurred to them that listing each other's broadcasts might be handy for radio people too, and so you will need both lists for your assessment.

A better idea would be to get hold of a frequency list compiled by an independent organisation. These are usually more up-to-date than the annual publications, and can include useful details such as simulcasting information to help identify an unknown broadcast.

The two ground rules which apply once you have compiled the list are:

1) DO NOT TRANSMIT CLOSER THAN 500 kHz on FM, OR 36 kHz on AM, AWAY FROM ANY PROTECTED SERVICE.

2) AVOID FREQUENCIES ON WHICH ANY SERVICE IS LIKELY TO BE RECEIVABLE IN YOUR IMPACT AREA.

In addition, you should avoid COMPLETELY the police band between 97.6 and 102.1 MHz inclusive, and be very careful to confine transmissions above 105 MHz only to the spot frequency 105.5 MHz, which I believe was assigned quite widely to prospective community radio stations prior to the famous cancelled experiment. (The experiment was not cancelled due to lack of frequencies, but to paranoia spread by certain fearful persons!)

VHF BROADCAST BAND - CENTRAL LONDON

R2	R3	R4	RL	CAP	LBC				
88	89	90	91	92	93	94	95	96	97 MHz

The protected services in Central London on the VHF band are R2 on 89.1 MHz, R3 on 91.3 MHz, R4 on 93.5 MHz, R London on 94.9 MHz, Capital on 95.8 MHz, and LBC on 97.3 MHz.

Within the band 87.5 to 97.6 MHz, frequencies NOT TO BE USED are 88.7 to 89.5, 90.9 to 91.7, 93.1 to 93.9, 94.5 to 96.2 and 96.9 to 97.6 MHz inclusive

Fig.1. An analysis of the lower part of the broadcast band in Central London, taking into account only local protected services

APPLYING RULE ONE

The purpose of Rule 1 is to eliminate as far as possible interference arising from poor selectivity in a receiver in a location where the new service is very strong compared to an existing one.

Theoretically, if all receivers had perfect selectivity stations could be spaced just 250 kHz apart all along the dial with no mutual interference between channels. Many modern VHF receivers have quite reasonable skirt selectivity, thanks largely to the widespread use of ceramic filters. However, there remains a significant proportion, mainly of the cheaper and less reputable receivers, which need at least 500 kHz separation between signals if one is to be received without interference from the other.

Keeping well out of the bands specified above should avoid trouble.

APPLYING RULE TWO

To apply Rule 2, you will need to extend your list to include all stations expecting to cover any part of your "impact area".

Accurate calculation of the impact area is beyond the scope of this current piece, but a rough guide might be your service radius multiplied by three.

Every station operating a service over this area is entitled not to have your signal trampling over it. So avoid the spot frequencies of any stations falling into this category.

In the case of Central London, above, it would be wise to include local stations in Essex, Surrey and the northern Home Counties in your plans, particularly if your coverage tends towards one of these regions. Include a station rather than leave it out if there is any doubt.

OTHER THINGS TO WATCH

1. Modulation Depth

You must have some sort of limiter circuit to prevent the transmitter from overmodulating on peaks of music or speech. It is not enough to rely on operator skill at watching a meter. Even the best professional will let the odd peak slip by, while a limiter/clipper circuit, if properly designed, will be able to take anything that's thrown at it without sounding noticeably dirty, and without exceeding the specification of the transmission.

(i) AM Transmitters

Anode-modulated AM transmitters should not be modulated in excess of 100%. Usually, this is not possible anyway, since the audio stage which provides the AF power for high-level modulators will clip if overdriven.

But it is very important not to allow the modulator driver of a high-level AM transmitter to clip at all, since this will result in the squaring-off of the audio envelope, and the radiation of spurious 'splatter' up to 30 or more kHz either side of the carrier.

Only a well-designed limiter, with a clipper to remove transients, will prevent this happening. The input audio drive to the transmitter should be carefully adjusted to just below the clipping point of the modulation circuit while the limiter is being driven hard by a powerful programme input signal.

An altogether more delicate, if somewhat less fuel-efficient, way of generating AM is to use a low-level balanced modulator followed by linear amplification. Well over 125% modulation is quite possible without distortion from this sort of device.

It is possible to set up a low-level modulated transmitter to sound amazingly dense and loud compared to its plate-modulated counterparts, by trading off clipping in the receiver detector on negative peaks of modulation against loudness arising from positive peaks. And the process of over-modulation does not produce splatter unless subsequent linear stages are overdriven.

Nevertheless, a good limiter and clipper is still essential if clear audibility is going to be achieved without bursts of unpleasant distortion. If you have a sophisticated processor, you can adjust the level of negative and positive peaks independently, but I don't suppose many pirates will want to go this far.

(ii) FM Transmitters

Whereas on AM 100% modulation is easily observed on an oscilloscope, and exceeding it will produce gross and obvious distortion, on FM 100% modulation is arbitrarily defined as ± 75 kHz, and many stations have the greatest difficulty setting their deviation correctly.

The most common error is over-modulation, where a transmission has clearly been tweaked by ear for the maximum volume without gross distortion on a cheap radio close to the transmitter.

While an over-modulated FM transmission will sound louder on some radios, it will spread energy over a much wider bandwidth than is necessary or desirable. It will also be much more difficult to get good, distortion-free reception where the signal is weak, and on some receivers the stereo separation will be severely impaired on signal peaks.

CHECKING FM DEVIATION

"Deviation" is a term more often used than "modulation depth" in the context of FM transmitters, since it more accurately describes what is being done to the transmitted carrier.

Setting-up the deviation by ear, as described earlier, is a hopelessly imprecise technique. What you need is some sort of modulation meter. You can, of course, buy modulation meters from various reputable manufacturers and no doubt they will serve you well if they have been regularly maintained and calibrated.

But a good second-hand one could set you back as much as £200, and that's a drop in the ocean compared to the cost of a new meter. Fortunately help is at hand in the form of two devices which are often to be found in the domestic hi-fi: an FM tuner and a cassette recorder.

The sort of cassette recorder you want is one with glowing multi-segment displays of recording and playback level: the more flashing lights the better. A VU meter is no bloody use to anyone. Connect the FM tuner to the input of the cassette recorder and tune to your local, IBA commercial station.

You can bet your life they'll be deviating as much as they can get away with fairly consistently, and that the output will not have much in the way of dynamic range, this particular concept being alien to commercial radio.

Set the tape machine into record, so that the level display flashes in time to the signal from the tuner. Set the record gain control on the machine so that the lights on the display are flashing up to the point where the meter is most sensitive to small level variations.

Usually this occurs just above the 0dB level or the transition between green and red. Carefully adjust the level so that one of the red lights just flashes on the peaks of signal. Check that no other station (disregarding pirates) flashes the indicator any more brightly, if at all. You will notice that Radio 4, and especially Radio 3, peak very much lower than Radio 2 or local radio.

Now tune to your own naughty transmission, preferably on a dummy load. (You have GOT a dummy load, haven't you? Go to the back of the class the person who asked what a dummy load was...)

Adjust the input sensitivity of your transmitter so that the LED which was set to just flash on the peaks from your ILR station just flashes in much the same way on yours, when a suitably loud programme input is being delivered to the broadcast chain. You can now be reasonably confident that your deviation is peaking no higher than that produced at enormous expense by the IBA and the BBC.

Congratulations!

AUDIO FILTERING

Remember Radio Sovereign? (Regular readers of NOW radio magazine will hardly need reminding...) One reason why they got so much flak from the authorities, quite apart from being unlawful in the first place, might have been that they were only 18 kHz away from the MF channel used by County Sound to cover Guildford and its environs.

Until they had the good sense to fit suitable processing and a steep audio filter to their audio input, their transmissions radiated merry splatter all over David Lucas's channel.

The Managing Director of County Sound was not unreasonably somewhat upset by this, and it is said that he may have been responsible for drawing the attention of the authorities to the existence of Radio Sovereign in Twickenham, although John Kenning wasn't exactly keeping it a secret in the first place!

Fitting a suitable processor, which includes a steep low-pass filter in its audio output stages, will cure a splatter problem. Not only is transient overmodulation of the transmitter prevented, but the extent of the sidebands can be effectively curtailed so that beyond the two most adjacent channels, the amount of energy coming out of a station's aerial is negligible.

Some stations forgo heavy low-pass filtering, most notably Monique, etc. from the Ross Revenge on 963 kHz. It is true that on certain 'wide' receivers there is an improvement in fidelity, but the penalty in terms of adjacent-channel interference remains. A filter cutting off around 6 kHz will not seriously impair fidelity on the majority of receivers, but will clean up the splatter quite markedly. The more powerful an AM transmitter is, the more important it is that the audio bandwidth be heavily restricted.

REMOVING HARMONICS

All transmitters radiate - as an unavoidable side-effect - some harmonic or spurious power on frequencies other than their assigned channel - the 'fundamental'. In the case of professional installations these emissions may have to be engineered skillfully to a level some 90 dB or more below the main carrier power. Obviously, the more powerful the transmitter is to start with, the lower the levels of spurious radiation need to be relative to the carrier.

In the case of pirate installations, a decent low-pass filter is not usually uppermost in the mind of the designer. But a low-pass filter should ALWAYS be fitted between the output stage of a transmitter and its aerial.

A low-pass filter consists of a network of carefully calculated series coils and parallel capacitors which pass energy on the fundamental frequency without significant loss, but attenuate frequencies higher than this increasingly rapidly. It is not expensive to make, although construction requires some care, and it is quite vital for preserving the sensitive bands around 200 and 300 MHz from unwarranted intrusion.

I can tell you that one reason why a certain Greek station in London has received such regular attention from the DTI is that its second harmonic was causing havoc in Band III!

Harmonics are usually less troublesome at MF, where the aerial tuning circuit often disposes of most harmonic energy, and where noise levels are much higher in the bands likely to be affected. Nevertheless a suitable low-pass filter with a cut-off frequency just above the operating channel would do no harm at all.

DISCLAIMER

It remains an offence in the UK to operate radio broadcasting equipment without a licence. Such licences are unfortunately very difficult to acquire: hence pirate radio. I do not wish in writing this work to promote unlawful radio activity, but simply to try to ensure that when it does happen - as indeed it will - the minimum of harm arises to other radio users.

--- © N McLeod 1987 ---

L O O S E
E N D S

Two new stations in the pipeline for London: PHEONIX RADIO (no connection with PHEONOX COMMUNICATIONS) for 92.4 Mhz and GOOD-FM which will locate itself at 88.7 MHz.....

TFM RADIO's SIMON PARKIN has joined the North-East elite who appear on BBC TV Children's programmes. He made his debut at Christmas and will be back for a three week stint during the Easter Holiday period starting March 31st.....

Reception of CAROLINE 558 on 6210 kHz shortwave has been very favourable from across the country. However there is a suggestion they should move to 5885 kHz to avoid being blotted out by Pakistan and WYFR RADIO from the United States. They've even got listeners (in the form of a former CAROLINE jock) in Florida in the middle of their night time....

Could the news that the WANNELL is about to have an antenna erection and what not, at last be JAMES RYAN's big break into offshore commercial radio?.....There's a nice 225 feet tall antenna ready to be put up. The 10kW AM transmitter is ready and just a bit of work appears to be required on a 50kW unit. Expect AM STEREO to be mentioned. Ship is being leased by the United States brigade with an option to buy outright at a later date.....

Don't forget! NOW RADIO goes weekly as from the next issue which will be published on Wednesday March 16th.....

In the new WORLD RADIO TV HANDBOOK (available through NOW RADIO for

£17.95) you'll find a listing under International Waters for STARFORCE 576 and HARMONY RADIO as a 'future planned' operation.....

Panic at CAROLINE! Not only is their tender getting some harrassment from French authorities of late, but now they've started to worry about the arrival of the WANNELL.....

CHRIS DENNING was sent to jail for three years last week by a Northamptonshire Court for a series of offences involving sex/boys/pornography. The former broadcaster turned mobile voice-over artist was jailed for 12-months back in 1985 at Bournemouth.....

More on the return of RADIO MONIQUE on the ROSS REVENGE...a new 90ft tower, not too different to that in use for 558, is aboard the ship and will be erected at the stern of the ship. The whole tower (almost) is designed to raidate the signal. Chief Engineer CHICAGO will return to the radioship later this week to supervise and weather permitting the service should be back in a couple of weeks on 819.....

In the next issue, we should have full details of our special NOW RADIO Conference/Exhibition for broadcasters. Provisional date is Saturday July 2nd, 1988 in central Kettering. Range of equipment and programming services will be available, there will be a radio station operating and food and drink will be available. Plenty of hotels and B&B's in the immediate vicinity, too. Those requiring exhibition space should telephone us immediately to reserve it. The event will be a must for anyone involved in sound broadcasting, with particular relevance for prospective applicants for local commercial and community permits.

NOW RADIO CRAZY SALES LIST

We've gone MAD!!! Not only have we slashed our prices - but we've added one or two great new lines to our sales list. Help us clear up the office by ordering today!

NR000. SOUTH FLORIDA RADIO. A 90-minute aircheck cassette of some of the most professional and entertaining radio in the world. Many stations and formats are featured in this amazing recording. Very recently produced.
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GETTING ON THE AIR

The start of a series of articles looking at all the possible issues involved in preparing for a licence application to The Radio Authority.

TIMETABLE

If all goes as planned, the new legislation to establish a Radio Authority, will be presented to Parliament as a Bill this year. November is the likely month.

By the summer we could see the Law in force and work going on to get the Radio Authority off the ground. Whilst there are some who believe it might take The Radio Authority months to just settle in, let alone get around to inviting applications for a whole bunch of new radio licences, there are others, including us at NOW RADIO, who hope the first licences could be issued to allow the first new stations to begin broadcasting by Christmas 1989.

There are many questions yet to be answered. Whilst we wait for more clear outlines of what we can expect, there is a great deal of groundwork that can, and should in the circumstances, be done by prospective applicants.

There are some individuals and groups who will prefer to wait for all the 'rules and regulations' to be spelt out. Not by the new Radio Bill/Broadcasting Bill, but

by The Radio Authority itself. They will be the type who will apply for a licence, and if it is accepted, start to do the groundwork. They will not be amongst those who will be broadcasting at Christmas 1989.

Those who will be broadcasting at that time will be the type who accept much of what has already been said, or leaked, about the Government's plans for our future. Those who don't mind taking a risk and firmly believe, at least outside London, there will be enough frequencies to go around to allow several (at least...) new services in their area.

This latter group includes some who can't quite see why they should need to wait so long for a licence when they are able to broadcast immediately. Others look to the Shetland Isles and ask why, if SIBC can broadcast without Dti 'interference', they also cannot simply switch on.

But is it as simple as that? There are a hundred and one tasks that need to be done before any radio station, even the simplest of operations, begins to broadcast.

You need to register your company. That means you need to find capital and have at least two directors - one of whom will be your Company Secretary. You'll also need to have a Registered Office. No business can operate without both a good Solicitor and an Accountant.

If you have all these things arranged, you will need to find and secure suitable premises. Now, if you are looking at a December 1989 start-up date, you don't want to be paying out rent, rates and bills for heating, light and power for the next 18-months with no income. So what do you do? Perhaps one of your directors already has offices - and can allow you to use one until you are nearer your on-air deadline. This would certainly help. Especially if there was no charge for it!

It is also a good idea looking at what kind of station you are planning, including whether you'll be using AM or FM. Where do you plan locating your transmitter and antenna? Do you require Planning Permission? Are you sure that the location will cause NO interference to ANY other user of any part of the spectrum? Many stations may look at siting their studio's and offices alongside the transmitter. Is this practical? If you need planning permission, is it worthwhile putting in your application now, rather than waiting until the last minute? Will you need permission to change the use of the premises? Say from Residential to Commercial? You can, and should, check these things sooner rather than later.

What are your arrangements with your Bank? Do they understand exactly what you are planning? A letter outlining your plans, and probable timetable, to your

Bank Manager will be a useful thing to do. Will you need a special account for the radio station now, or perhaps you'll not do that until it is time for your application to go to The Radio Authority.

What about Insurance? You'll need to have your whole project insured. Check out the specialists in your area, and save time. Get them to quote. If you already have equipment and are planning to get it in place ahead of getting a licence, you will need to have it insured.

Although it is many months away from Licence-issue day, you will want to start planning a 'shopping list'. This list will include everything from transmitter, audio processing equipment, Post Office Lines, Key and Lamp Units, Cabling, Racks, Studio Equipment, Sound Proofing, Building Renovation/Alterations, through to the Antenna and all that entails. Grounding and base plates, insulators and lightning conductors...right down to supplies of typewriters, paper, envelopes, printing, telephones, diaries and so on.

Quite a list! And still we've not touched on anything like programming, sales, hiring staff, employment conditions, access, salaries, national insurance and tax...

There are hundreds of things to do. Make a start on some of these suggestions and we'll talk more next time.

HGLR

Now Radio

Openings

VACANCIES

RADIO THAMESMEAD, the cable community radio station in South East London, is preparing for the day it can own and operate its own transmitter and provide its service to a much wider audience. They have an immediate vacancy for a TECHNICAL OFFICER to care for and maintain studio equipment and contribute to the station's training programme. Salary £9,780. Application form from BOB SMITH, Station Manager, RADIO THAMESMEAD, 20 Tavy Bridge, London, SE2 9UG.....

PICCADILLY RADIO seeks a GROUP SALES & MARKETING CONTROLLER. Reporting directly to the Group Managing Director, you will be responsible for devising and implementing sales and marketing strategy as the company sets up a new FM service largely independent of PICCADILLY RADIO AM. You will be expected to work closely with our national and regional sales agency, supervise and further develop PICCADILLY's successful local sales team and advise on marketing policy in our retail and business services division which currently turnover in excess of £3 million. We seek an operational manager of outstanding ability who wishes to derive maximum career benefit from the forthcoming developments in media. The successful candidate may have a degree and will already have demonstrated substantial career achievement. An appropriately attractive reward package will be devised for this position, one of the top sales jobs in media. Write for full details to: The Chief Executive, PICCADILLY RADIO plc, 127/131 The Piazza, Piccadilly Plaza, Manchester, M1 4AV.....

2CR has an opening for a JOURNALIST (JLR2). Send CV and tape to: CHRIS KELLY, News Editor, 2CR, Southcote Road, Bournemouth, BH1

3LR by March 18th.....

VIKING RADIO has an opportunity for a journalist with first-class skills to become its DEPUTY NEWS EDITOR. Must have a good microphone voice, experience and excellent references. Write to ALMA COOPER, News Editor, VIKING RADIO, 1 Commercial Road, Hull, North Humberside, HU1 2SQ.....

BBC RADIO HUMBERSIDE in Hull has a rare vacancy for a PROGRAMME ASSISTANT to join the station on a six-month contract. Salary £8,282 - £11,610. Call (0532) 441188 ext 257 and quote reference 6213.....

Expanding news operations at RADIO ORVELL/SAXON RADIO means they're on the lookout for a RADIO REPORTER. Write with CV: DARAGH CROXSON, Head of News, SUFFOLK RADIO GROUP, Electric House, Lloyds Avenue, Ipswich, Suffolk, IP1 3HZ.....

BBC RADIO NORFOLK has a vacancy for a NEWS PRODUCER. Based Norwich, Norfolk. Ref: 6427. For application form telephone (01) 953 6100 ext 2387.....

OCEAN SOUND is seeking another top flight REPORTER to join. Aircheck and c.v. should be sent to CHRIS RIDER, Head of News, OCEAN SOUND, PO Box 99, Fareham, Hampshire, PO15 5TA.....

ESSEX RADIO needs an EXPERIENCED RADIO JOURNALIST with an excellent voice, ability to run a news desk and who can handle any type of news story. Write in confidence to: BOB SMITH, Head of News, ESSEX RADIO, Radio House, Clifftown Road, Southend-on-Sea, Essex, SS1 1SX.....

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.

TARGETTING THE MARKET MEN

COMMENT BY NORMAN McLEOD

Here we go again. That's what I felt when I read about plans for a new commercial station in Ireland, a certain KISS-FM. "The format will be targetted at the 18-35 year old...", said the Station Manager, Tom Hardy, the former Chiltern Radio Head of Music.

My feeling is that yet another station targetting 18-35 year olds with a mixture of old and new pop records is not what the world most desperately needs at the moment. But I wish Mr Hardy luck with his new venture, and hope he's read the new Irish radio bill carefully.

What about the weird assumption implicit in this sort of statement? Damn it, I'M an 18-35 year old, if only just. Do they mean me? Somehow I doubt it. Am I at the 'upper end of the socio-economic demographic'? Not on my income, I'm not.

It's the idea that gawky teenagers, who have just drunk their first legal pint, who don't remember the Sex Pistols, let alone Timothy Leary, can be lumped together with middle-aged fogies like me that's so funny.

I parted company with the Top 40 in 1979 and I've rarely looked back. I've barely bought half-a-dozen records in as many years. I've absolutely no idea what's in the charts right now and I couldn't care less either.

If a station starts playing Madonna records I will turn it OFF. I'm conscious of being in that awful limbo between Radio 1 and Radio 2, because if a station starts playing one of Frank Sinatra's many dirges I will turn that off too.

In case all this sounds a bit grumpy, there are a few records from the eighties - particularly the more inventive 12" singles - which in retrospect I think I might like to hear again. With the benefit of hindsight, there are some records from the eighties which in their full seven-minute version are classics.

This judgement has to do with enduring merit, and is not related to short-term sales or chart position. Trouble is, I know these songs when I hear them, but I can't remember what many of them are called, or who recorded them! This is because my attention usually drifts when the DJ starts speaking, since an interest in the music is rarely a quality which comes across in our wonderful on-air personalities these days.

So much for music. What about these demographic statistics, the sacred runes of the marketing executives? Well, if I had my way any money-mongers who lumped 18 year olds along with people old enough to be their parents would be first against the wall when the revolution comes, but the revolution looks less likely with each day that passes.

Instead, I will confine myself to challenging their right to reduce us all to statistics. People are people, and you don't have to look very hard to realise that we're all different.

What makes us individuals are the minority groups that we belong to, not the things we have in common with everyone else. Unfortunately, when you mention 'minority groups' these days people start making jokes about one-legged black lesbians, but we're ALL part of one minority or another. That makes us unique people.

Even ILR listeners are a minority group in most places!

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Now Radio

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