

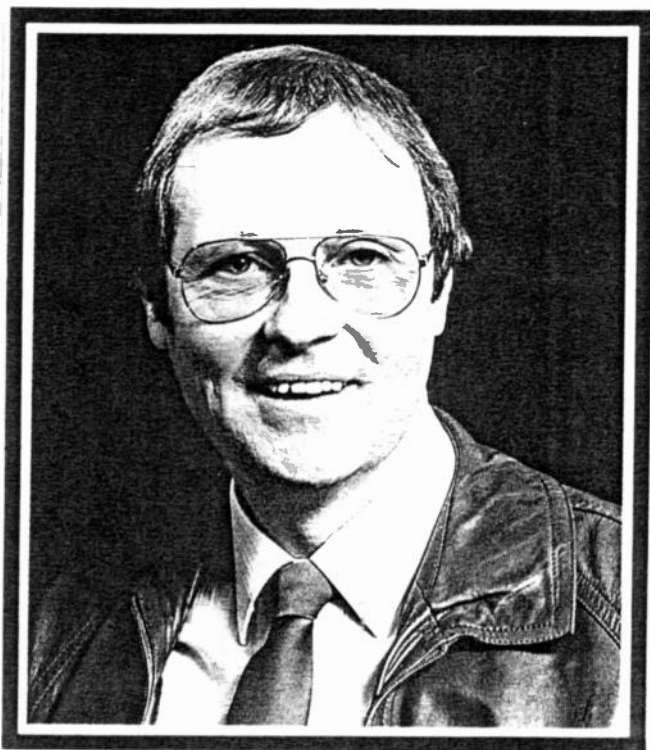
Now Radio

Issue No. 56
May 11, 1988

THE Magazine
for Today's
Radio Industry

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Ian Davidson



Now Radio

THE Magazine for Today's
Radio Industry

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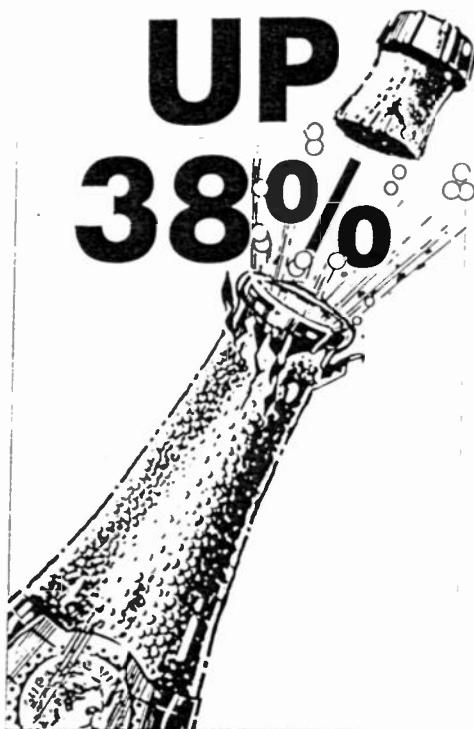
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All Contents ●

Now Radio Communications 1988

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When we saw the latest JICRAR figures ,
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MASSIVE 38% INCREASE
in listening hours!

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INVICTA
R.A.D.I.O.

Now Radio

Issue No. 55
May 4, 1988

THE Magazine
for Today's
Radio Industry

Editorial Comment

FAILURE OF FIRST CLASS
DELIVERY OF THIS ITEM CAN BE
REPORTED TO POST OFFICE
(CUSTOMER SERVICES)
TELEPHONE (0604) 29600.

In the lazy, hazy, crazy days of the swinging sixties, so many of us cut our teeth on radio by listening to the pirates broadcasting from ships and forts in the North Sea. On reflection much of our listening would have been at night. Thus we all recall the magic of the JOHNNIE WALKER show on CAROLINE, and JOHN PEEL on the Big L.

In the 80's evening radio still provides great entertainment and company to many. So, why is it that many of the recent applications to run ILR services (Eastbourne and Cambridge) talk of restricting local output to mainly daytime hours? Then they either plan to closedown or use a sustaining service?

Perhaps they should look at some of the incredible ratings figures for people like JAMES WHALE or JAMES STANNAGE and then look again at only offering half a service.

**NOW RADIO IS
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NEWSPAPER AT THE
POST OFFICE**

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4 APPLICATIONS FOR CAMBRIDGE ILR FRANCHISE

At the closing time, noon, last Thursday (May 5) the IBA had received four applications from groups bidding to run the new ILR franchise for Cambridge and Newmarket.

The applications were from:

CAMBRIDGE AND NEWMARKET BROADCASTING CO. Ltd (CNBC) - Botanic House, 100 Hills Road, Cambridge, CB2 1LQ. (Contact: RICHARD KING - Cambridge (0223) 314747 or COLIN MASON at CHILTERN RADIO - Dunstable (0582) 666001.

CAMBRIDGE RADIO - c/o CAMBRIDGE VENTURE MANAGEMENT Ltd, Cambridge Science Park, Milton Road, Cambridge, CB9 4GG. (Contact: STEPHEN GAMES - 01 3288 7776 or SAL BRINTON/DAVID HARTLAND - Cambridge (0223) 862618.

CN.FM - c/o DAVID BALL Co Ltd, Huntingdon Road, Bar Hill, Cambridge, CB3 8HN (contact: DAVID BALL - Crafts Hill (0954) 80687 and HEReward RADIO, PO Box 225, Peterborough, PE1 1XJ. (contact: STEWART FRANCIS - Peterborough (0733) 46225.

GRANTA RADIO Ltd - Chalk Farm, Bottisham, Cambridge, CB5 9BD (contact: GEOFFREY WOOLARD - Cambridge (0223) 811209 or NICK MARTIN - Newmarket (0638) 662286.

Contracts will provisionally be offered for the period up to December 1994, when the last of the IBA's existing ILR contracts expires. By that time new legislation should be in effect and the new RADIO AUTHORITY will oversee non-BBC sound broadcasting in the United Kingdom.

The contract is for a 1kW e.r.p. FM transmitter sited at Madingley,

omni-directional and 127m above ordnance datum.

The IBA will charge £16,000 per year 'rental' and a further £110,000 - £130,000 'forward-funding' for the installation of the transmitter facilities.

CNBC has RICHARD KING as its Chairman. He is currently Chief Executive of CAMBRIDGE ELECTRONIC INDUSTRIES plc. Directors include COLIN MASON, Managing Director of CHILTERN RADIO plc. STUART REED, Financial Controller of CHILTERN is also a Director of CNBC.

CHILTERN RADIO plc will be the holding company for CNBC, and it says it hopes to make a substantial proportion of existing shares in issue made available to people in the new contract area. At present over 11% of the share capital of CHILTERN RADIO plc is held by Cambridgeshire and Suffolk people, and a further 11% by the regional ITV contractor, ANGLIA TELEVISION.

CNBC has set a timescale of 8 months from the award to the start of broadcasting. Initial projections show that expenditure to this date may amount to £400,000 with an additional £130,000 for the forward-funding of the FM transmitter. Total funds and banking facilities of £650,000 have been allocated to cover this expenditure.

The company expects to make a loss in the first year, break even in year two and a profit in year three onwards.

Staffing of CNBC will consist of a Station Manager, one Secretary, one Receptionist, 1 engineer, 1 Senior Broadcaster and 2 Presenters. The newsroom will be manned by a Chief Reporter and one staff reporter. It will also employ one freelancer. On sales a Senior Sales Executive will be backed by one Sales Executive and a Telesales person.

"The programme plans must be tempered by the economic reality of a small station..." says the application.

Exactly the number of hours of daily broadcasting CNBC is offering has not been detailed in the summary application, though with only one Senior broadcaster and 2 Presenters, one might assume a daytime service. The application from CN.FM states that a new holding company will be formed called MID ANGLIA RADIO and this will control the interests of the present HEReward RADIO and the new CN.FM Radio, if their application is successful. 3 members of the CN.FM board of directors will be on the board of MID ANGLIA RADIO, together with the present board of HEReward RADIO. Already on the board of CN.FM are some HEReward people, such as managing director STEWART FRANCIS, MARTIN GEORGE (Chairman) and BILL GIBBS (Deputy Chairman). DAVID BALL is chairman of CN.FM. He is Chairman of a group of Cambridge based companies.

Other directors are MARY ARCHER, ADRIAN BRIDGEWATER, TONY DURHAM, CHRIS KELLY and JOHN WOODHOUSE. The issued share capital of MID ANGLIA RADIO will be 750,000 shares. Of these, 685,043 are in issue and the balance will result from a fresh issue of 64,950 shares. A number of HEReward RADIO shareholders have indicated their preparedness to release a further 67,900 shares which will be made available to CN.FM radio area investors. A group of local investors, who represent a broad spectrum of local interests, according to the application, has pledged its intention to acquire 120,995 shares in the new company. A further 11,282 shares underwritten by these same investors are available for further shareholders. Including current investors in HEReward RADIO, CN.FM area investors will hold 31% of shares in MID ANGLIA RADIO. Of the remaining equity 27% is owned by those with interests in the Peterborough area. 42% is owned by those whose interests cover both the CN.FM and HEReward areas.

ANDY GILLIES, currently Programme Controller of HEReward RADIO will become Station Manager of CN.FM and Group Programmer for the HEReward/CN.FM stations. STEWART FRANCIS will become Group Managing Director.

Responsible to ANDY GILLIES will be a News Editor and 3 journalists in the newsroom. There would be 4 Presenters, one Receptionist and a typist. Working under the Group's Sales Manager, GERARD FAY, would be 1 Field Sales Manager, 4 Sales Executives and a Promotions Executive. There would be one engineer at the station, reporting to the Group Chief Engineer, JAMES WARRACK.

CN.FM says it could be broadcasting by March, 1989 from studios at Vision Park, Histon, Cambridge.

CN.FM will offer a local 30-minute daily news magazine programme.

The company expects to make a loss in the first 2 years of broadcasting, moving into profit in the third year.

A public meeting was held on Monday (May 9) in Cambridge in which local people had the opportunity to comment on the published applications, question applicants about their proposals, and give their views about the local radio requirements of the area. Interviews with the applicant groups will take place in London, at the IBA, in early June. The Authority says it hopes to award the contract later that month.

Next week we will continue our review of the franchise applications by looking at the submissions made by CAMBRIDGE RADIO and GRANTA RADIO Ltd.

HAVE YOU GOT NEWS??

CALL NOW RADIO's Kettering Office and let us tell the industry!
Call (0536) 514437 now!

ANOTHER MISSED OPPORTUNITY FOR COMMUNITY RADIO, CLAIMS C. R. A.

BEVAN JONES, Chairman of the COMMUNITY RADIO ASSOCIATION, commenting on the report of the House of Commons Home Affairs Committee on the Government's plans for radio broadcasting, has said: "The Government's concern with the Inner Cities is not being felt in its deliberations over community radio and it continues to ignore the kind of support needed to harness and encourage the enthusiasm and voluntary energy of aspiring community broadcasters."

MARK JONES, CRA National Campaign worker said: "In saying that community radio will not be protected from competition or treated any differently by the new RADIO AUTHORITY, Mr (TIMOTHY) RENTON, Minister of State at the Home Office misunderstands the essential point of community radio - which is to complement and supplement existing stations."

JONES continued, "This is a far more lively approach than that advocated by those who simply want deregulated pop radio. The Government are missing a crucial opportunity by failing to recognise and give sufficient priority to a new tier of non-commercial neighbourhood and specialist/dedicated stations - vital, both to the quality of radio and the quality of life for communities marginalised by the current radio system. For example modest pump-priming grants would be of great help to such groups, and should go a long way to avoiding the 'Italian situation' so decried by the Home Affairs committee."

The COMMUNITY RADIO ASSOCIATION says it is particularly concerned that groups in large metropolitan areas such as the West Midlands, Greater Manchester and London, many of which are ethnic projects will

lose out in the face of competing bids.

"Given that there will be a limited number of licences available in the first few years, it is regrettable that the Government has not considered the principals under which the regulatory authority is able to choose between rival commercial and voluntary bid within a given locality," said STUART WOODIN, CRA Development Officer.

CHRISTIAN RADIO MEETING

TIMOTHY RENTON will be talking to Christian broadcasters from all over the United Kingdom at the CHURCHES ADVISORY COUNCIL for LOCAL BROADCASTING (CACLB) annual conference at Swanwick, in June.

"Radio is due to expand considerably during the next few years with up to 500 new radio stations being set up. We are delighted that the Minister is taking time out of his busy schedule to talk to Christians about the Government's plans and the opportunities available," said IAN GALL, Chairman of CACLB.

The theme of the 3-day conference is THE KEY TO THE FUTURE and it will look at local radio being the key past, present and future to communicating to people in their homes.

Also attending the conference will be ROBERT MCLEISH, Head of BBC Management Training and the Rt Rev ERIC DEVENPORT, the Bishop of Dunwich.

BEVAN JONES, Chairman of the COMMUNITY RADIO ASSOCIATION will also be on hand to advise delegates on how they can get involved.

The conference is open to all Christians interested in local radio. It will be at The Hayes, Swanwick, Derbyshire on Monday 20 - Wednesday 22 June.

Details from SUSAN BOOTH who you can reach by telephoning Newcastle (Staffs) (0782) 613855.

**NOW RADIO-RADIO
EXHIBITION
POSTPONED TO
ALLOW 'AN EVEN
BETTER SHOW'**

The date of the NOW RADIO-RADIO exhibition has been put back to allow for a better show, a bigger display and "a better deal, for both visitors (prospective new entrants) and exhibitors".

The event was to be held at The Corn Exchange Hall in Kettering, Northants on July 2nd.

The decision to hold it at a later date will allow NOW RADIO COMMUNICATIONS to ensure an even bigger attendance from prospective new entrants, and for a series of specials, such as a major debate on radio with a team of experts in programming, sales and engineering.

Also Free tickets will be available for the newly arranged date for anybody with an interest in radio, and establishing stations in the future.

Furthermore, the date planned has been discovered to be very close to The RADIO ACADEMY's annual conference, which takes place July 4 - 6th. Full details will appear in NOW RADIO.

**IBA GIVEN
GO-AHEAD FOR
OXFORD/BANBURY
ILR**

The IBA has invited applications for Oxford/Banbury. DOUGLAS HURD, Home Secretary says that in view of the

impending legislation to restructure UK radio this is likely to be the last area which the IBA will be authorised to advertise. Applications for running the Oxford/Banbury franchise have been invited, and the closing date will be noon on Wednesday, 3rd August. The service will be FM only and the IBA predicts a population coverage of around 550,00.

Oxford is the largest population centre currently unserved by Independent Radio and the new service will fill the most substantial remaining gap in the coverage of the United Kingdom by ILR, says the IBA.

As with the other two recent contracts offered by the IBA, for Eastbourne/Hastings and Cambridge/Newmarket, it will be left to applicants to decide whether they want to offer stand-alone facilities, or link themselves to another ILR service already operational. Applications will be invited from groups specially formed for the purpose, or from existing ILR contractors, or from a combination of interests. The IBA warns that whoever applies must be able to demonstrate that their proposals meet the requirements of the Broadcasting Act (1981) and are capable of achieving financial viability.

The contract will provisionally be offered for the period up to December 1994, when the last of the IBA's existing ILR contracts expires. The new legislation should be in force by then and new contracts will need to be drawn up with the new RADIO AUTHORITY.

**VIRGIN
LAUNCHES
RADIO-RADIO
JULY 1st**

VIRGIN has announced Friday, July 1st as the official launch date for its satellite-delivered programming service designed for night time use by Independent Radio stations throughout the United Kingdom.

15 Independent Local Radio stations have so far agreed to take the service, which has made a further two late night air personality signings.

They are BOB HARRIS, who will host the 1 - 3am slot and DIANA LUKE who'll hold the 3 - 6am programme. HARRIS is planning to play a mix of new age music, combined with a selection of oldies. He will have the occasional studio guest, too.

DIANA LUKE joins RADIO-RADIO from the YORKSHIRE RADIO NETWORK of RADIO HALLAM, VIKING RADIO and PENNINE RADIO. This Canadian presenter will offer much of the same that she has been giving Yorkshire listeners on her late night shows in recent months; hits, oldies, plenty of 'phone-in's competitions.

Airtime will be sold by RADIO-RADIO agents, and local spots can be inserted in stop sets during each hour at pre-determined times. Presenters on RADIO-RADIO, in addition to BOB HARRIS and DIANA LUKE, will also include JOOLS HOLLAND, JONATHAN ROSS, RUBY WAX, and PAULA YATES.

Station Manager is former LUXEMBOURG deejay ROB JONES, and Consultant Programme Controller is TIM BLACKMORE.

RADIO-RADIO will broadcast from 7pm until 6am nightly. There will be no charge to stations for taking the service. Around £1 million has so far been invested in the project.

**MERCIA
SPLIT-FREQUENCY
OP READIES FOR
JUNE START DATE**

The IBA has given its approval to plans presented by MERCIA SOUND for split-frequency broadcasting.

The Coventry commercial broadcaster will offer an evening choice of listening starting at the beginning of June.

The new service will be ID'ing as AM IN THE EVENING and, at least at first, will be restricted to early evening hours from 6pm Monday thru' Saturday and 7pm (after the NETWORK CHART) on Sunday.

Existing programming will continue on MERCIA's FM transmitters.

Between 3 and 4 hours per evening of new programming will be introduced on 97FM.

They will include a new nightly news-based 'phone in programme, a show aimed at the large Irish community in the station's service area and three shows per week for the Asian community. This will be more than three times the present amount of programming offered to Asian listeners.

Other plans for the new AM service include drama serials and the AMERICAN COUNTRY COUNTDOWN - a four hour weekly programme from the United States.

ON YER BIKE!

A script writer who works for the BBC EXTERNAL SERVICES in London, DEREK BLIZZARD has set out on a trip which he has described as "a lifetime's ambition" to cycle from John O'Groats to Land's End. He is expecting to take about a month to cover the 850 miles and is raising money for Cancer Research. Sponsorship forms are available from SHEENA HAROLD at Bush House. Telephone (01) 240 3456 exten 2321/2471.

UNITED STATES SUMMARY OF RADIO STATIONS

Figures for December 31, 1987 are
in brackets.

Position as of February 29, 1988

COMMERCIAL AM:	4,908	[4,902]
COMMERCIAL FM:	4,045	[4,041]
NON-COMM FM:	1,314	[1,301]

The total number of radio stations
was 10,267 [10,244].

COUNTY SOUND HAS PLANS FOR NEW STATION IN KINGSTON

SECRET PLAN REVEALED

COUNTY SOUND has revealed that three years ago it secretly approached the IBA for permission to give Kingston-upon-Thames, Surrey, its own independent radio service.

It is now preparing to make an application to the new RADIO AUTHORITY to establish a station in that county town after the earlier bid was rejected by the IBA. The Guildford station has also paid more than £40,000 to have IBA engineers boost its FM transmitter power to get a strong, clear signal into the Kingston Borough area. This gave the station a 3-fold power hike on 96.4 FM bringing reception possible to Kingston, Esher, New Malden, Surbiton, Tolworth, Worcester Park, Chessington, Hook, Thames Ditton, East Molesey, West Molesey, Claygate, Cobham and Oxshott.

COUNTY SOUND now says it is considering opening a local office in the centre of

Kingston by the summer, and, as soon as frequencies become available, it plans to launch a completely new radio station dedicated to Kingston and the surrounding area.

The station says it has always covered major events in the Borough, but until now people living there have been unable to hear the station properly.

Three years ago COUNTY SOUND made a major application to the IBA for a new transmitter dedicated to Kingston alone.

The plans were rejected by the IBA because of the complicated legislation and procedures that existed at the time, but under new radio legislation, due to be introduced to Parliament in November this year, it will be easier to set up new local radio services, with even more frequencies being made available from 1995.

COUNTY SOUND says that as soon as possible, it will apply to the new RADIO AUTHORITY for permission to set up a totally independent radio service dedicated solely to the Royal Borough.

Says managing director, MIKE POWELL: "We conducted major research into what Kingston wants from a local radio service. We'll now be dusting off those shelved plans, thoroughly updating them, and trying again."

COUNTY SOUND and CAPITAL RADIO are amongst those bidding for the ILR franchise now advertised for Oxford/Banbury.

In June COUNTY launches a split-frequency service between 6am-6pm oldies station called THE GOLD AM. It will broadcast 7 days per week.

RADIO MEETING

There will be a meeting on the proposed Government legislation, concerning broadcasting and community radio, organised by the National Council for Civil Liberties. It has been organised by the Bournemouth Area Group of the NCCL.

The speaker will be Mr ALVIN DIAZ, who is involved in community radio, and he will speak on the subject and answer questions and attempt to give help or information to the public on the issues.

The meeting will be at The White Tops Hotel, 45, Church Road, Southbourne, Bournemouth. The meeting starts at 7.45pm. Free Admission and all welcome to attend.

-NEWSPAPER GROUP INCREASES STAKE IN GWR

The shareholding held by ASSOCIATED NEWSPAPERS in the GWR RADIO GROUP has been increased. At the same time a Director of ASSOCIATED NEWSPAPERS is to join the GWR board to establish closer financial ties with the commercial radio operation.

GOLDEN ROSE TARGETS INVICTA AS FIRST INDIE RADIO PURCHASE

DAVID MAKER, the former Managing Director of the RED ROSE RADIO group until the takeover by OWEN OYSTON, is forming a new company called GOLDEN ROSE BROADCASTING. Going with DAVID MAKER are a number of other key figures from the RED ROSE operation: PETER SALT, the Preston-based company's Sales Director and financial director TONY WADESON will join MAKER on the new project.

So too will RASCHID GIBRILL who had been Chairman of RED ROSE until the OYSTON takeover bid.

AIDEN DAY, responsible for programming on the group and a former RADIO 1 and CAPITAL executive goes with GOLDEN ROSE.

ANDREW LLOYD-WEBBER's REALLY USEFUL GROUP have a 12.5% stake in GOLDEN ROSE.

The company is seeking to buy-out INVICTA RADIO (as previously reported by NOW RADIO in detail) and also intends to put together a bid for a national commercial radio licence to operate DAVID MAKERS personal dream station which would offer a 24-hour classical music format.

22 ILR STATIONS ARE TAKING SUPERSTARS CONCERT SERIES

22 independent commercial radio stations across the UK are signed-up and ready to start broadcasting the SUPERSTARS concert series. It's a 13-week series of hour-long programmes showcasing some of the best live acts in contemporary music.

COCA-COLA is sponsoring the series which begins airing Bank Holiday weekend (May 30).

The acts featured in the first programme will be DURAN DURAN, BILLY OCEAN, T'PAU and THE EURYTHMICS.

The programme is offered through MCM NETWORKING, which is the exclusive United Kingdom representative for all programming from WESTWOOD ONE.

NOW RADIO questioned whether UNIVERSITY RADIO stations (as an example) could take the show and the answer was positive. One station, UNIVERSITY RADIO EXETER is already talking with MCM. If you want to take the programme call MCM NETWORKING on (01) 739 8410 for further details.

**LOOK WHAT HAPPENS
WHEN YOU TAKE...**

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INITIATIVE**



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for access to expert help.**

11

MURDOCK WANTS TO RUN COMMERCIAL RADIO FROM ISLAND BASE

NEWS INTERNATIONAL, the Rupert Murdoch publishing operation, is considering broadcasting commercial radio from the Isle of Man.

The Isle of Man's chairman of its working party on broadcasting developments is ALEX CAMERON. He has been having serious talks, which also involve plans for a commercial tv channel beamed to North West England and South West Scotland, since January.

CAMERON has said the Isle of Man wants to become the centre of excellence for broadcasting throughout the world.

He has also indicated that NEWS INTERNATIONAL may not be alone in their bids to make the Island their broadcasting base.

In London, neither the Dti or Home Office have been informed of any plans involving broadcasting by NEWS INTERNATIONAL.

The Isle of Man has a commercial radio station, MANX RADIO, which is Britain's oldest landbased commercial station. It began in the summer of 1964, only a few months after the first transmissions by RADIO CAROLINE. RADIO CAROLINE then moved one of its ships to an anchorage off the island which became RADIO CAROLINE (NORTH) until its closure in March 1968.

MANX RADIO is not a part of the IBA franchise system and constantly pulls in the biggest reach figures for any radio station in the British Isles.

It is possible that the NEWS INTERNATIONAL plans could involve up-linking programming to satellite for Euro-wide distribution over cable and standard broadcast transmission facilities.

2CR LIBRARIAN ELECTED TO NATIONAL EXECUTIVE COUNCIL OF BETA

2CR music librarian LOMOND HANDLEY, 42, has been elected unopposed to serve on the National Executive Council of the union BROADCAST & ENTERTAINMENT TRADES ALLIANCE (B.E.T.A.) as representative for Independent Local Radio.

Ms HANDLEY, who lives in Poole, was a founder member of the 2CR Radio Branch of the ASSOCIATION OF BROADCASTING STAFFS, serving on that union's equality committee and NEC, before the amalgamation with NATKE to form BETA.

She recently spoke at the Womens' TUC Conference in Blackpool, condemning the monopoly of white males who represent trade union shareholdings on the boards of radio and tv companies. She also spoke at the BETA annual conference last month when she condemned the media promotion in the UK of South African goods and services.

CAPITAL CHARITY WEEKEND RAISES £235,000

CAPITAL RADIO and its listenership raised more than £235,364 for London's needy children in this year's HELP A LONDON CHILD events. The 32 hour long fund raising transmission was officially opened by HRH The Princess of Wales.

The Princess personally donated a Halcyon Days porcelain box from her own collection and presented it to the highest bidders, chart topping reggae band ASWAD. They paid £10,000 for the item.

The HELP A LONDON CHILD campaign was held at Easter, and has been run each year by the London general entertainment ILR contractor.

**TURKISH COMMUNITY
RADIO TO
BROADCAST
FESTIVAL OF
LONDON**

London-based Turkish Community Radio (TCR) will be broadcasting live throughout the Festival of London, from 16 July to 8 August. Taking advantage of the revised rules for such Special Event broadcasts, TCR will be using transmitter power of up to one watt to ensure coverage of the whole site (Alexander Palace and Park, which totals 196 acres !).

Programmes - in both English and Turkish - will go out from 7 am to 9 pm daily from TCR's own studios located at Ally Pally. The range of programmes will include national and international news, local news (from TCR's own independent news team), features, live interviews, music and information.

The Festival of London is planned to be the greatest spectacular event ever held in the Capital and is expected to attract over 500,000 visitors during the 16 days it is open. The Festival will celebrate London life, including pagentry, music, fashion, sport, leisure, horticulture, food and drink.

The Festival will open on the evening of 15 July with a Grand Ball, ox roast and firework display at Alexander Palace. The opening ceremonies the next day will include a huge parade and a formal opening ceremony performed by HRH The Prince Edward, the Festival's patron. TCR will be covering all of these events and hopes to be able to include an interview with the Prince.

(Further information from TCR, 291 Church Street, Edmonton, London N9 9JA)

**VoL CONFERENCE
WILL BE CHAIRED
BY LORD BONHAM-
CARTER**

The VOICE OF THE LISTENER organisation says it expects a record audience at its 4th Spring Conference on the future of radio and public service broadcasting at Church House, Westminster this coming Saturday, May 14th. The conference will be chaired by LORD BONHAM-CARTER. It will run 11am until 4.30pm.

During the morning session speakers will be GERAINT STANLEY JONES (Managing Director, BBC Regional Broadcasting; PATRICIA HODGSON (Head of BBC Policy and Planning Unit) and BILL McDONALD (Chairman of the AIRC and MD of RADIO HALLAM).

The afternoon speakers will be SALLY GREENGROSS (Director, AGE CONCERN); JOAN DAVIES (Chairman, NATIONAL FEDERATION WOMEN'S INSTITUTES Public Affairs committee; MYRA TOURLAMAIN (Director, VOLUNTEER CENTRE Media Projects); SCOTT KEYSER (Marketing Director, NATIONAL ASSOCIATION OF BOYS CLUBS); and LEE MacDONALD ('Zammo' of the BBC-TV series Grange Hill).

Further details about the conference can be obtained from JOCELYN HAY (0474) 64676 or MIKE CAMPBELL on (01) 788 2082.

**VoL STATION
VISITS**

The VOICE OF THE LISTENER, which describes itself as a non-profit making society to support the quality of sound and spoken word in radio broadcasting, is visiting commercial RADIO CITY and BBC RADIO MERSEYSIDE in Liverpool on June 22.

On June 28th VoL members will be paying a visit to the new studios of BBC RADIO NEWCASTLE.

Further details of the VoL can be obtained by calling the numbers in the story above, or writing: 101, Kings Drive, Gravesend, DA12 5BQ.

THE
RADIO AUTHORITY
- A
NICE
LITTLE
EARNER ?

CLIVE GLOVER
For NOW RADIO

Slowly, the details of how the new Radio Authority will operate are being revealed by the Home Office : It will have a Chairman/woman appointed by the Home Secretary and a small number of other members of the Authority (3 - 4 ?), most likely to be similarly appointed. It will also have a small staff to administer its 'Light Touch' on the radio industry of the future. Politically, it is important that its staff must number less than the IBA's Radio Division, because it might otherwise be difficult to justify setting up a new Authority. So it will initially have, say, 15 or 16 staff.

The Radio Authority will cost between £1 - 1.5 million a year to run. This compares with around £2.5 million a year at present for the IBA's Radio Division, but the new Authority will have no responsibility for transmitters, so the costs will probably be comparable (or even, whisper it, maybe even a bit more ?). The Radio Authority will be given a loan from the Treasury to start it off, repayable over 4/5 years, and will be expected to finance itself completely from licencing revenue.

The Authority's responsibilities will be to licence three national commercial networks, take over responsibility for the existing IR stations from the IBA and to licence 'hundreds' of new local commercial and community stations. A further major responsibility (and perhaps most important of all in the eyes of the Government) will be to monitor all of the stations to ensure they are maintaining 'standards' (eg of unbiased news reporting) and keeping to the 'Promise of Performance' which will form part of their licencing conditions.

This latter role fits rather uneasily with the Government's 'Light Touch' philosophy and will certainly be an impossible task for such a small staff to carry out themselves. It is therefore highly likely that the Authority will have to 'contract out' a number of its functions. These will certainly include some - probably most - of the monitoring and maybe even the actual licencing process. Neither will the Authority allocate frequencies for its licencees - this will continue to be carried out by the DTI. It is likely that private Frequency Planning Organisations (FPOs) will need to be brought in to cope with the huge increase in frequency allocations.

Although much remains to be decided and, no doubt, much will change by the time the Radio Authority is finally born, it is tempting to look at the financial implications of what is now proposed...

First, some assumptions. Let us propose that the number of licenced stations over the first five years of the RA's life are :

Year	1	2	3	4	5	TOTAL
National	-	1	2	3	3	3
Local/IR	45	60	100	150	200	200
Community	20	30	40	60	80	80

Now, assume that the first national licence is for the FM channel and that the operator has bid £8 million for it, payable £1 million a year for its 8 year licence. Assume that the other two AM national channels are worth half this and therefore pay £0.5 million a year each. (In practice, the national operators are likely to agree payments related to a smaller flat sum and a percentage of profits or turnover).

Next, let us assume that small neighbourhood Community Radio stations pay a nominal £100 per year for their licence, larger Community of Interest stations pay £1,000 per year and that half are of each type. Finally, assume that Local Commercial stations pay £10,000 per year.

On these assumptions, the RA's revenue (in £ K) would be :

Year	1	2	3	4	5	TOTAL
Loan	1,000	-	-	-	-	1,000
National	-	1,000	1,500	2,000	2,000	6,500
Local/IR	450	600	1,000	1,500	2,000	5,550
Community	11	17	22	33	44	127

Total Revenue : 13,177

Against this, the Authority's costs would be (assuming £1.5 million per year plus 10 %) :

Year	1	2	3	4	5	TOTAL
Loan Repayment	-	250	250	250	250	1,000
Running Costs	1,500	1,650	1,815	2,000	2,200	9,165

Total Costs : 10,165

So, taking these very crude assumptions, it would seem that the RA could have a surplus of £3 million within its first five years of operation. In practice, I suspect, it will have to spend at least this much on contracted-out services and/or extra staff. But maybe it won't, and it will turn out to be a Nice Little Earner for the Government !!!

(No doubt, every NRN reader will have their own ideas on how matters will progress. I hope they will have hours of fun playing around with my assumptions and figures to see how their ideas would turn out. I think I see an opportunity for a new computer game...)

© 1988 Clive Glover

OPENINGS EXTRA

The CHILTERN RADIO NETWORK have an opening for a creative COPYWRITER. Must be experienced, able to work under pressure and as part of a team at one of the country's most progressive outfits. Attractive salary and conditions. Applications in writing to: PETER PAULTON, Sales Controller, CHILTERN RADIO NETWORK, Dunstable Road, Luton, Beds, LU6 1HQ.

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RADIO RADIO

Don't forget the book, RADIO RADIO, by PETER MULRYAN is available for immediate despatch from NOW RADIO, PO BOX 45, KETTERING, NN16 ONW. Send £6.50p per copy. (£5.95p plus 55p P&P).

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GETTING ON THE AIR

The 10th in a series of on-going articles looking at issues involved in preparing for applications for licences for local commercial and community radio services under the new Radio Authority

On Monday morning, the Chief Executive of one Northern commercial station went to his office and asked a secretary to bring him the full accounts for the last financial year. He then spent a good amount of time checking, over and over again, the surprising statistic he'd only just discovered a few days previous as the result of quite an innocent query from a prospective new entrant. That new entrant asked what the annual telephone bill for his ILR station was.

Surprising though it may be, he admitted he had never actually added all the 'phone bills together. Now he had been prompted into checking the bill for each and every line out from his station. The newsroom, the studios, the administration offices, the sales room, management lines, reception and those handy ex-directory lines in the studio. He checked the lot!

The actual telephone bill, not including telex or other non-telephone charges, came to no less than £25,000.

That is more than £480 per week! At 4.40p per unit, that means some 47,995.6 units per week. If all those calls were local rate, and made on average 50% peak rate and 50% standard, it means that nearly 400 hours of calls are made each week in the mornings and another 600 hours of calls are made in the afternoon or evening. These are rough figures. But it seems like they show a station could be reaching more people on the telephone than it does with its rented-from-the-IBA transmitters, if it is not the most popular station in town.

Now, there are factors to be taken into consideration. News costs money and takes a lot of use of the 'phone. Advertising sales also needs a lot of use of the 'phone.

What these figures should show to prospective new entrants is the fact that 'phone bills can easily be under-rated and not truly accounted for, resulting in a lot less potential profit than otherwise might have been predicted.

You cannot stop people in a radio station using the telephone; it's a vital means of communication. So, you must make proper allowances for it in your financial planning.

My thanks to the people at that Northern station for making so much use of the 'phone and thereby bringing this area of importance to our attention!

More next week!

NOVA -
- A STAR
IS BORN

PAUL EASTON
For NOW RADIO

"It's rather like a bottle of brown sauce. You spend a great deal of time banging the bottom of the bottle and nothing comes out - then, suddenly, you end up with brown sauce all over the plate!"

That's how CHRIS CARY sees the growth of his latest brainchild, RADIO NOVA INTERNATIONAL - Britain's first satellite commercial radio station - which was officially opened by Broadcasting Minister TIMOTHY RENTON last Wednesday (June 4).

Aimed at cable networks in over 15 countries, existing terrestrial stations and those households already owning a satellite dish, NOVA hopes to reach a potential target audience of 30 million within its first 12 months of broadcasting.

In Britain, WINDSOR CABLE are already carrying the service, and WESTMINSTER CABLE will be taking it shortly. As far as 'cabled' households are concerned, though, Britain lags well behind many other European countries. Top of the league is West Germany, with over 1,000 cable systems. The Netherlands, though, has a larger number of actual cabled households - 3.3 million.

An expected boom in the sale of domestic satellite dishes, coupled with a dramatic reduction in price, over the next few years, could push NOVA's projected audience to well beyond that 30 million figure. That's a lot of brown sauce!

NOVA's programming is unashamedly commercial. Different languages, and

lifestyles, mean that the music has to be all-important - packaged in a clutter-free, more music/less talk CHR format aimed at the 15-39 age group.

The station has certainly attracted some 'name' personalities, many of them already familiar to European listeners via RADIO LUXEMBOURG or satellite tv, such as TONY BLACKBURN, MIKE READ, PAUL BURNETT, MARK WESLEY, TONY PRINCE, TIMMY MALLETT and PAT SHARP. Others already signed to NOVA include DAVID HAMILTON, GREG EDWARDS, SIMON GUETTIER and, from Dublin's ENERGY-POWER 103, LIAM QUIGLEY and TIM KELLY. Head of Music is JOHN MYER, formerly with CAPITAL.

Audition tapes from 'hopefuls' are still flooding in, and are being listened to. CHRIS CARY says he's been delighted at discovering some fresh new talent amongst the otherwise disappointing standard of too many of the tapes.

The music itself is a familiar mix of hits and oldies, programmed using the, now ubiquitous SELECTOR computer system, already in use at many UK stations. Music is currently being played-in from either Compact Disc or cart, however, NOVA has installed CLAMM (Computerised Library and Music Management) system - which will give the presenter virtually instant access to some 1500 tracks direct from Compact Disc at the touch of a button.

For the technically-minded, NOVA's programmes are uplinked from BRITISH TELECOMS Teleport in London's Docklands. They are then re-broadcast on Transponder 63 of the West Spot beam of INTELSAT VA F11, using sub-carriers 7.38 and 7.56 MHz. Downlink frequency is 11.175 GHz (horizontally polarized), and audio programming is via the Wegener Panda One system.

continues over:

NOVA is available free, and will, therefore be dependent on advertising revenue. INDEPENDENT RADIO SALES, who are handling airtime sales in the UK, report a healthy interest from potential advertisers. Initial rates are attractive, with a 3-second single spot going for £250.

General reaction from within the industry has been encouraging. Head of News, SYBIL FENNELL, told me she was pleased that everyone she's spoken to has an open mind about NOVA. MTV's DAVE CASH said that he thought the whole project was one of the most exciting developments in British radio for years.

Although NOVA is breaking new ground, a lot of research, time, effort and money has been invested in the station, so there is certainly a strong belief that the future is bright. Whether RADIO NOVA INTERNATIONAL becomes a successful 'super-nova', or collapses to become a 'black hole', only time will tell.

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MUSIC PROGRAMMING - ALL 'CLAMMED'-UP?

PAUL EASTON
For NOW RADIO

As well as being Britain's first commercial satellite radio station, RADIO NOVA INTERNATIONAL is also the first to use CLAMM - computerised Library and Music Management system.

Basically, the system gives you 1500 tracks on Compact Disc selectable through the faders in the studio or from a keyboard - even from a touch-tone telephone, if you want.

Heart of the system is 20 Pioneer multi-CD players - each player able to hold 6 CDs - and a computer.

CENTURY 21 PROGRAMMING in the USA operates a service whereby subscribers get a weekly CD with the latest hits - with CHR, Adult Contemporary and Country tracks on each one - so that stations can build-up a current CD library over a period of months. The system can also be interfaced with hard-disk and DAT - Digital Audio Tape, as well as other studio equipment, such as cart machines.

The music rotation is programmed using the RCS SELECTOR computer system. CLAMM can then read that database and access the information and put it on a screen. Information available includes track title and artist; track length; intro length; and a countdown to the vocal (so, in theory, you shouldn't 'crash' the vocal!). The music can either be selected manually, with the presenter using a button or computer keypad, to start the next 'event' (record, commercial, etc) or the system can run automatically.

Although most tracks will, eventually, be available on CD, there is the question of oldies, or other non-CD-available records. No problem. These can be dubbed onto either DAT or hard-disk, ready for access.

Even Presenters' announcements and station jingles can be recorded onto hard-disk, so a fully automated service can be operated - very useful for overnight or pre-recorded programming.

Whilst radio station automation is nothing new, until now the only way to use CDs in a system was with the SONY CD JUKEBOX, which can only give access to 2 CDs at any one time, with no proper interface with other facilities.

CLAMM's advantage is that, by using a local area network, the system can be accessed simultaneously from the

studio, control room and production studio - obviously the on-air studio will be given priority over any particular track.

The system was developed by VIRGIN FACILITIES DEVELOPMENT MANAGEMENT, and is the first of its kind in the world. The software is based on other applications, such as tele-marketing, advertising support, and telephone Premium Rate (0898-numbers) services, so the hardware switching had already been sorted out. Moving into the radio market seemed the next logical step.

Special thanks to SIMON GODDARD of VIRGIN FACILITIES DEVELOPMENT MANAGEMENT for his assistance with this article.

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SATELLITE RADIO:

JUST WHO IS UP IN THE SKY?

*HOWARD E L ROSE
For NOW RADIO*

The incredible interest generated by the opening of RADIO NOVA INTERNATIONAL is due to two main factors; it's run by CHRIS CARY, and that means excitement on and off the air (just listen...!) and, secondly, because by getting a station on the air by routing it through a satellite means NOVA is getting Euro-wide listening.

But just what else, besides the wide range of satellite-delivered tv channels, can you expect to hear should you decide to invest in your own home receiver system?

I've just produced a list which is fairly impressive.

On EUTELSAT-1 F1, you will hear WILLEM VAN KOOTEN's CABLE ONE English & Dutch language hot hits

service, RTL in German, RADIO 10 (again a Dutch operation with the Italian connection), VOA EUROPE (English), the German and English language STARSAT RADIO and two channels carrying BBC programming. One carries the English language BBC WORLD SERVICE, with the other providing a range of output from the EXTERNAL SERVICES.

The BBC WORLD SERVICE and EXTERNAL SERVICES also are carried on INTELSAT VA F11, along with RADIO NOVA INTERNATIONAL.

DEUTSCHLANDFUNK (German) is the only radio service on INTELSAT VA F12, whilst on TELECOM - 1A, you can hear RADIO ANONYME, RTL, EUROPE No. 1, EUROPE No. 2, RADIO NOSTALGIE, RADIO AFM, RADIO RFM, PACIFIQUE FM, SKY ROCK, FUN RADIO, RADIO MONTE CARLO, KISS-FM (the French network), and RADIO ENERGIE all in French and available for stations throughout France to pick-up and re-broadcast. You'll also hear the Italian language service of RADIO MONTE CARLO.

Of course, there are loads of different combinations of transmission systems and thus receiver types required, but it just goes to show that whilst RADIO NOVA is the first British commercial radio station to start broadcasting by satellite, it is far from the first radio station.

For years radio broadcasters have complained about the high cost of leasing landlines for programme distribution from BRITISH TELECOM. Now, though you'll have to pay for a landline from your studio to the BT uplink centre, you will in many cases discover that satellite distribution can be far cheaper than renting those old (mono, in IRN's case) landlines.

The next station, by the way, to arrive on satellite, will be VIRGIN BROADCASTING's RADIO-RADIO.

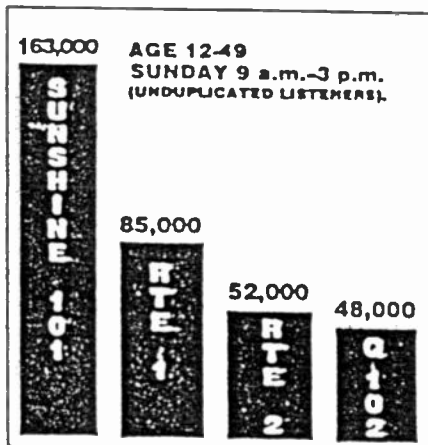
WILTON RESEARCH & MARKETING LTD. 1988 ADVANCE RADIO RATINGS

— Listened Yesterday Shares —
(Main stations only)

Station	Total Market			Adult Market			
	Age 12-34	Age 15-34	Age 12-49	Age 20-24	Age 20-29	Age 20-34	Age 20-49
Sunshine 101	56%	52%	46%	57%	48%	41%	33%
R.T.E.2	25%	27%	23%	26%	30%	29%	25%
R.T.E.1	31%	34%	44%	29%	34%	43%	56%
Q 102	34%	34%	26%	37%	35%	29%	20%

Station	Youth Market		
	Age 12-19	Age 15-19	Age 15-24
Sunshine 101	79%	77%	67%
R.T.E.2	19%	20%	23%
R.T.E.1	13%	13%	21%
Q 102	40%	43%	40%

Age	Ranking Summary			
	SUN SHINE 101	RTE 2	RTE 1	Q 102
12-34	1	4	3	2
15-34	1	4	2	2
12-49	1	4	2	3
20-24	1	4	3	2
20-29	1	4	3	2
20-34	2	3	1	3
20-49	2	3	1	4
25-49	2	2	1	4
12-19	1	3	4	2
15-19	1	3	4	2
15-24	1	3	4	2



87% of the 12-49 year old Dublin people listen to radio. Listed above are listened yesterday shares from that 87%. These results are derived from the largest Radio Listenership Survey ever conducted in Dublin, according to the Marketing Society's guidelines for Radio Listenership surveys encompassing all age groups from 12-49.

The shares when added will be in excess of 100% due to the fact that there is duplicated listening amongst the stations.

A full report is forthcoming, and as part of our commitment to full service we have organised a Ratings Committee to answer any questions you may have regarding the methodology or the vast amount of new data that will be contained in this report. Ratings Committee will be comprised of Wilton Research and Sunshine 101 staff.

DIARY DATES

The section where NOW RADIO lists the important forward dates of interest to radio broadcasters:

- May 14. VOICE OF THE LISTENER. Annual General Meeting.
- May 17. INTERNATIONAL RADIO AND TELEVISION SOCIETY. Broadcaster of the year luncheon. Waldorf-Astoria, New York .
- May 18-22. PUBLIC RADIO CONFERENCE. Annual meeting of NATIONAL PUBLIC RADIO and AMERICAN PUBLIC RADIO. Adam's Mark Hotel, St. Louis. (202) 822 2000.
- May 26. Future of broadcasting, including Community Radio. NCCL organised event. 7.45pm. White Topps Hotel, Church Road, Southbourne, Bournemouth, England. Free admission.
- June 8 - 11. AMERICAN WOMEN IN RADIO and TV. 37th annual convention. Westin William Penn, Pittsburgh.
- June 8 - 12. BROADCAST PROMOTION and MARKETING EXECUTIVES 32nd annual seminar. Bonaventure, Los Angeles.
- June 14 - 16. INTERNATIONAL RADIO FESTIVAL OF NEW YORK. Honoring the best in radio programming. Sheraton Centre.
- June 18 - 21. AMERICAN ADVERTISING FEDERATION. annual convention. Century Plaza, Los Angeles.
- June 20 - 24. RADIO ADVERTISING BUREAU. Sales Managers School. Wharton School of University of Pennsylvania, Philadelphia.
- June 22 - 26. CAPITAL RADIO MUSIC FESTIVAL. Alexandra Park, North London. WET WET WET in concert. (June 24: SADE, 26th June: MAXI PRIEST, FRANKIE PAUL and ASWAD,
- June 22-24. APRS Exhibition. London's Olympia. Further details from HAZEL SPIVEY (0923) 772907.
- July 4 - 6. RADIO FESTIVAL '88. Regents College, London. Sponsored by THE RADIO ACADEMY.
- Sept 14 - 17. RADIO '88. Sponsored by the NATIONAL ASSOCIATION OF BROADCASTERS (NAB) Washington, D. C.
- Sept 23 - 27. INTERNATIONAL BROADCASTING CONVENTION. Metropole Centre, Brighton, England.
- November 16. RADIO JOURNALISM. Sponsored by THE RADIO ACADEMY. Portman Hotel, London, W1.
- Jan 28 - Feb 1, 1989. NATIONAL RELIGIOUS BROADCASTERS. 44th annual convention. Sheraton, Washington, D.C. and Omni Shoreham Hotel, Washington.
- March 24 (Good Friday) - Tuesday March 28, 1989. CAROLINE 25th Anniversary Special. Details to follow.

Please send details of events to: DIARY DATES, NOW RADIO, PO Box 45, Kettering, Northants, NN16 0NW.

USEFUL ADDRESS GUIDE

A listing of important addresses and phone numbers for broadcasters. Please inform us if you feel some information could be added to this listing in the future.

INDEPENDENT BROADCASTING AUTHORITY.
70, Brompton Road, London, SW3 1EY.
(01) 584 7011

IBA ENGINEERING.
Crawley Court, Winchester, Hampshire,
SO21 2QA.
(0962) 823434

**ASSOCIATION OF INDEPENDENT RADIO
CONTRACTORS (AIRC).**
46, Westbourne Grove, London, W2
5SH.
(01) 727 2646

RADIO MARKETING BUREAU (RMB)
46 Westbourne Grove, London, W2 5SH.
(01) 221 2535

**MECHANICAL COPYRIGHT PROTECTION
SOCIETY (MCPS).**
Elgar House, 41 Streatham High Road,
London, SW16 1ER.
(01) 769 4400

MUSICIANS' UNION.
60-62 Clapham Road, London, SW9 0JJ.
(01) 582 5566

PERFORMING RIGHT SOCIETY (PRS).
29-33 Berners Street, London, W1P
4AA.
(01) 580 5544

PHONOGRAPHIC PERFORMANCE LTD (PPL).
Ganton House, 14-22 Ganton Street,
London, W1V 1LB.
(01) 437 0311

PAMS/CENTURY 21
4 Hansol Road, Bexleyheath, DA6 8JG.
(01) 304 8088

COMMUNITY RADIO ASSOCIATION.
119 Southbank House, Black Prince

Road, London, SE1 7SJ.
(01) 582 7972

**ASSOCIATION FOR BROADCASTING
DEVELOPMENT.**
79 Caling Croft, New Ash Green,
Dartford, Kent, DA3 8PY.
(01) 679 8889

THE PRESS ASSOCIATION.
85 Fleet Street, London, EC4P 4BE.
(01) 353 7440

**NATIONAL ASSOCIATION OF COMMUNITY
BROADCASTERS. (NACB) IRELAND.**
32 Gardner Place, Dublin 1.
(0001) 788733

WIRELESS WORKSHOP.
25 Ditchling Rise, Brighton, BN1 4QL.
(0273) 671928

PHEONIX COMMUNICATIONS.
11 Barclay Oval, Woodford Green,
Essex, IG8 0PP.
(01) 500 0890
(01) 506 2318

SOUND BROADCAST SERVICES.
42 Grenville Road, London, N19 4EN.
(01) 281 1367

EAST ANGLIAN PRODUCTIONS
21/23 Walton Road, Frinton on Sea,
Essex, CO13 0AA.
(0255 676252

THE RADIO ACADEMY.
30 Whiteladies Rd, Bristol, BS8 2LG.
(0272) 237485

RADIO NOVA INTERNATIONAL
Innovation House, Albany Park, Frimley
Road, Camberley, Surrey, GU15 2PL.
(0276) 692040

**MBI BROADCAST SYSTEMS/MBI
CONSULTANCY & COMMISSIONING**
69, Ship Street, Brighton, BN1 1AE.
(0273) 24928.

NOW RADIO NEWSLINE
(0898) 654383
Dial and listen to the latest news!

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N O W
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N E W S L I N E

0898 654 383

You can now call the NOW RADIO NEWSLINE anytime - day or night - seven full days per week and hear the latest summary of international radio news. Also regular bulletins of radio industry job vacancies and topical tips.

N O W
R A D I O
N E W S L I N E

0898 654 383

Make a note of the number and keep it handy. More news and information than any other service and produced in association with NOW RADIO magazine - ensuring the best possible service at all times.

38p per min peak
25p per min standard

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AL HAM TEAMS UP
WITH FAIRWEST

AL HAM PRODUCTIONS, creator, producer and distributor of the decade-old MUSIC OF YOUR LIFE easy listening/big band format, has merged with FAIRWEST, a radio programming consultancy based in San Diego, to form what

is being billed as a programming consortium that will offer new full-time music formats.

The new entity has also clinched a deal with TRANSTAR RADIO NET to satellite-deliver the programming. Until now MUSIC OF YOUR LIFE has been provided on reel-to-reel tape. Now stations will have the choice of continuing with the tapes, or taking the feed from satellite.

Starting in the autumn MUSIC OF YOUR LIFE will be transmitted to radio stations via Satcom-R from TRANSTAR facilities in Los Angeles.

The service will be headed by a team of nationally known air personell and will include specially targeted news and promotions. The newly merged operation wants to bring the major-market sound to all of its output.

Going to satellite-delivery will also greatly reduce costs to subscribing stations.

New formats will be developed by AL HAM and FAIRWEST, and will include a Country formatted MUSIC OF YOUR LIFE and a Super Adult Contemporary.

TRANSTAR already feeds 7 24-hour formats to radio stations throughout the United States, including Adult Contemporary, Country, Oldies and Easy Listening. TRANSTAR also carry CNN, world-wide news, around the clock.

AL HAM's MUSIC OF YOUR LIFE was at one time planned for the ROSS REVENGE as one of the services to be offered by the RADIO CAROLINE operation. That plan fell through when the return of CAROLINE was delayed by a year.

L O O S E
E N D S

WOLF-MAN: Former LASER 558 star CHARLIE WOLF, still beavering away at KFMY, Provo, Utah in the USA, is still talking of his great desire to return to the UK and get himself a post in our radio industry.....

BOY: CHRIS "BOY" PEARSON has been doing some overnight airshifts on OCEAN SOUND lately.....

GIRL: The evening show on RADIO 1 is taken over by LIZ KERSHAW from Monday May 16 at 7.30pm.....

MAN: Returning to the airwaves the same day, but at 11.03am, is JIMMY YOUNG, refreshed after his three-week break.....

WOMAN: Returning for a week, and ensuring that many a radio receiver's batteries run down before it's over, is JOAN BAKEWELL to Round Midnight on RADIO 2. Again that's a May 16th start-date, and the time is 11.02pm.....

LAD: MARK GODDIER will host MIKE SMITH's RADIO 1 breakfast show for three days (May 18, 19 and 20) whilst Smittle is in Florida preparing for some O/B from DisneyWorld.....

MAYO: The date set for SIMON MAYO to take over the breakfast show on RADIO 1 is Monday, May 23rd.....

McKENNA: PAUL McKENNA, recently taken onboard from CHILTERN by London mega op CAPITAL, is hosting the KENNY EVERETT show for no less than three months at the moment. Says McKENNA of RICHARD PARK (Programme Controller, CAPITAL): "He is the best geeser I've ever worked for...and you can quote me on that!".....

POWER: That new generator on the radioship ROSS REVENGE actually has an output of no less than 525kVa - enough to give power to the whole of Frinton-on-sea.....!?!?!.....

OB: COUNTY SOUND, planning a new station in Kingston, Surrey, did an outside broadcast from said town on Bank Holiday Monday and, in the words of no less than IAN DAVIDSON: "It went very well...".....

SOLID GOLD: The UNITED STATIONS RADIO NETWORK's Solid Gold Saturday Night has a new host. He's BOB WORTHINGTON of WNSR-FM. The programme is a live, five-hour request oldies show which is satellite-delivered.....

VOICE: GAVIN McCOY leaves BBC RADIO BEDFORDSHIRE where he's been a regular morning man for yonks to join the crew at ESSEX RADIO.....

YOUNG: One of the country's highest-paid radio jocks is BILL YOUNG. Check him out on BEACON RADIO. You'll also hear him in the USA. He records a once-a-week show for a station in New York City. Prior to joining BEACON, he was a morning man (up against GAVIN McCOY, if you see what we mean...) on commercial rival CHILTERN RADIO.....

EARLIES: Whilst CHRIS TARRANT was away, NEIL FOX hosted CAPITAL's breakfast show last week. FOXY was once on RADIO WYVERN before being whisked away by RADIO LUXEMBOURG.....

ADVERTISING: Your company or station message can be carried in NOW RADIO and get to the industry for very fair rates. Call NOW RADIO ADVERTISING on (0484) 460088 and "do a deal, today!" We carry smallAds, Service Guide entries, inserts, display advertisements, the lot.....

L O O S E
E N D S

BETTER DEALS FOR
UK
AIR
PERSONALITIES

ANOTHER: Leeds city has another unlicensed station. This one, somewhere to the West of the city, is identifying as THUNDER RADIO and appears on 104.8 MHz FM on Monday nights playing pop and taking dedications from some local phone box.....

ADVERTISING: After using the slogan "I SAW IT ON THE RADIO", the U.S. RADIO ADVERTISING BUREAU has adopted "RADIO GETS RESULTS" for this years campaign to promote the medium. Testimonials from satisfied clients will be used in spots produced by the AMERICAN COMEDY NETWORK.....

CABLED: "It's seven o'clock in Britain, This is TONY CURRIE for NOVA Network News..." Yep! The Head of Programming at THE CABLE AUTHORITY was dragged on to read the news on the new and mighty Satellite-delivered NOVA INTERNATIONAL.....

MR HURD: Dear Mr. Hurd, would it not be a good idea to appoint TONY CURRIE as the Director General of your new RADIO AUTHORITY - we do!.....

MISSING: Our Correspondent PAUL EASTON lives in the Royal Borough of Kingston-upon-Thames and has not received his copy of COUNTY SOUND RADIO NEWS which was supposed to have been delivered to every one of 80,000 homes in the area.....

DELAYS: We are sorry if you have ordered some of the aircheck/documentary tapes recently and not yet received them. This is due to a delay in them arriving from the suppliers. We will ship all orders once everything is in....

Better deals are turning up for United Kingdom radio broadcasters, if recent offers made by some stations are to go by.

In particular it would appear that stations in the London orbital region are making amends for past poor deals for presenters.

Whilst £20 per show is still the norm in many markets, one presenter recently hired for a breakfast shift on a commercial station is getting a basic salary of £17,000 plus a company car and all his removal expenses. He is also promised £1,000 extra per year for each percentage point he improves the programmes ratings.

Another broadcaster on the orbital circuit is hired away from BBC radio with the tempting sum of £25,000 per year.

Out of London and its fringes salaries continue to have the widest variation. From as low as £3 per hour on one station, to a variation from £25 per shift to £100 per shift on a Northern area city-based station for its presenters. Still not anywhere near the sum being paid to one personality who will broadcast over a satellite-delivered service shortly who will receive no less than £460 per one-hour programme...

GOT NEWS??
Call (0536) 514437
NOW!

L O O S E
E N D S

TARA: Despite the rumours going around, RADIO TARA is fair from dead! They're still waiting to hear the outcome of the planning permission inquiry, but TRAVIS BAXTER and JOHN CATLETT have just spent a very fruitful week together in Dublin. They took their planning a bit further, and included worthwhile work on programming and promotions. Just keep reading these pages.....

MOVING ON: NOW RADIO Correspondent and Broadcaster PAUL EASTON is ending his stint of programmes with OCEAN SOUND at the end of the month. The guy is amazing in Production (was in charge of Production of Commercials and Promotions at LBC RADIO til a few months ago...) so if you need a man who knows how to use a razor blade, give us a call.....

PIRATES: A plea from the heart comes from PHEONIX COMMUNICATIONS - they ask pirate radio operators not to contact them about the provision of transmitters and the like. They say they are not in the market for supplying unlicensed stations in the United Kingdom, OK?!.....

NOT CAPITALISING: Strange, but CAPITAL RADIO's monthly blurb to the advertising agencies contains not one single word about their new oldies channel, RADIO SOVEREIGN...sorry, CAPITAL GOLD!.....

JINGLES: BBC RADIO LINCOLNSHIRE has introduced its new jingle package. They're based on the traditional Lincolnshire Poacher theme.....

MOVE: BBC RECORDS & TAPES are now being distributed by PINNACLE

RECORDS. The Beeb say that they feel they'll get a better deal and more attention paid to their product by using a smaller company. Previously distribution was dealt with by EMI.....

TOP JOB: BBC ESSEX is losing reporter MARK GREGORY. He's landed the post of BBC Labour Correspondent at the age of 33. He joined BBC ESSEX, the BBC's newest local station, last summer. JANE PEEL, News Editor at the station is chuffed. She already has one of her ("top team") producers on attachment to the TODAY programme (RADIO 4) and another at LONDON PLUS.....

PIRATE: RADIO WR, a new pirate station somewhere in the Worcester area is booming out at weekends and has been reported as heard in Worcestershire, Gloucestershire, Shropshire and in the Black Country. The (hip-hop, etc) station broadcasts on 103.8 MHz.....

CHALLENGE: Can any presenter currently on-air send us a copy of his/her running order for a programme which does not feature anything at all by STOCK, AITKIN & WATERMAN?!?!.....

SHOCK! HORROR! PROBE: Just why is a nameless newspaper currently 'investigating' the Programme Controller of a local radio station - because he is Gay?! Seems they want to get a picture of him leaving his favourite nightclub and use it, and other recently collected material in an article.....

QUITTING YOUR STATION?: Then don't forget to get yourself a photocopy of your last JICRAR book. Especially if your figures were up! Very handy to present your next job application complete with a nice typewritten letter, cv, aircheck and your own JICRAR results.....

LOOSE ENDS

BUSMAN'S HOLIDAY: On vacation at the moment from RADIO WYVERN, Presenter JOHNNY LEWIS can't stay away from the microphone, and can be heard for the next couple of weeks on an evening airshift at Brighton's SOUTHERN SOUND RADIO.....

EARLY: Currently on the early shift on RADIO BROADLAND (Norwich) is EAMONN FITZSIMONS - who joined after a stint with Q102. Before that the lad has appeared on WBEN, ERI, KISS-FM, CARA 95 and more.....

TRANSMITTERS: Solid state transmitters news: HARRIS have been showing off their new 25kW version of the 10kW unit launched last year. CONTINENTAL ELECTRONICS have a new 10kW AM transmitter, as well as a 3.8kW FM unit - designed for the output requirements of the FCC stateside. Now comes news that both HARRIS and CONTINENTAL are working on 50kW solid-state units, with HARRIS claiming they'll soon have a 100kW AM for the international market.....

LOADS-A-MONEY: KMNY-AM Radio of Pomona, California, a 24-hour all business/finance radio station, has obtained a continuous audio satellite channel uplink service courtesy of NATIONAL PUBLIC RADIO. Now stations throughout North America can access the service which is being transmitted via WESTAR IV, transponder 2-D.....

RECEPTION REPORT: CAROLINE/WORLD MISSION RADIO on shortwave is being listened to in Australia for around two hours per day.....

CONFIRMED: The new schedules of RADIO AIRE come into force Monday, May 23rd. The weekday schedule will

now read: 1am ADRIAN GREEN, 4am PAUL STEAD, 7am PETER TAIT (from afternoon drive), 10am RAY STROUD (from midday), 1245 RADIO AIRE REPORTS, 1pm JON HAMMOND (from mornings), 3pm ROSS DICKINSON (from breakfast), 5.30pm RADIO AIRE REPORTS, 6pm NON-STOP TOP 20, 7pm CARL KINGSTON, 10pm (SONY Award winning) JAMES WHALE.....

HIT: Delighted at the success of 'PUMP UP THE BITTER', after they originally broke the disc, METRO are claiming there is no truth in the rumour that the track was recorded at venues frequented by METRO Journalists, or that METRO jocks comprise a bawdy section of the audience! Further more, our spy in the camp informs us, early demos of the song were NOT recorded at the Witherwack Working Whippet Club (where they leave no turn unstoned!).....

HOME AGAIN: STEVE MERIKE duly arrived back in the UK on Friday and is (at this moment) working on an interesting two part feature on Australian radio which will appear very shortly in NOW RADIO. Good to have ya' back, matey!.....

LEAKY STUDENTS: IMPERIAL COLLEGE RADIO have been granted a licence from the Dti to conduct test transmissions on an FM Leaky Feeder system within the Halls of Residence at Imperial College of Science and Technology in London.....

FRONT COVER: This week's front page pin-up is of ace COUNTY SOUND sales man and air personality, IAN DAVIDSON. We welcome pic's from presenters, though are still waiting to see if we can set up a Readers' Wives section?!?!? All contributions of illustrations are welcomed. Thank's to BOB in Manchester for the 'advertisement' on page 11 of this week's NOW RADIO newsweekly.....

**TECHNICAL
PROBLEMS KEEP
LONDON CD'er OFF
AIR**

London UL station CD-93 stayed silent last Saturday due to technical problems.

A spokesman for the newly launched, Saturday-only, FM'er told NOW RADIO: "We are a CD station, and we are also responsible people. A fault appeared in our link system, which would have produced a noisy signal if we had transmitted with it. Our standards are high and we decided to abandon the broadcast. We apologise to our listeners."

**SUCCESSFUL
RADIO MEET**

MARK JONES of the COMMUNITY RADIO ASSOCIATION reported to NOW RADIO that last Saturday's RADIO IN THE 90's session in Durham City was a "great success".

JONES said that around fifty people, from all interests in sound broadcasting attended, including representatives and speakers from the BBC and ILR. Members of both the CRA and the ABD were present.

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RADIO RADIO

Don't forget the book, RADIO RADIO, by PETER MULRYAN is available for immediate despatch from NOW RADIO, PO BOX 45, KETTERING, NN16 ONW. Send £6.50p per copy. (£5.95p plus 55p P&P).

**RED ROSE TO FLOAT
IN JUNE**

OWEN OYSTON, Chairman and Chief Executive of RED ROSE RADIO says he hopes that the company will be floated at sometime in June on the Unlisted Securities Market. The company operates commercial ILR

stations in Preston, Leeds and Cardiff.

Speaking at the recent RADIO ACADEMY seminar, he also said that RED ROSE ADVERTISER, the weekly free newspaper, had been sold off.

**FINES FOR
BOYNESIDE RADIO**

Raids last April 15th (1987) by officials from the Dublin Ministry of Communications on BOYNESIDE RADIO in Drogheda, Co Louth, resulted in the owner of the station, EOBHAIN McDONNELL being fined £20 and ordered to pay £100 costs. Appearing at a hearing before JUSTICE FLANN BRENNAN for an offence under the Wireless Telegraphy Act, he was also ordered to pay £136 towards expenses. He pleaded guilty to using broadcasting equipment without a licence.

Charges against BOYNESIDE COMMUNICATIONS Ltd, EDWARD CAFFREY and JOHN THEWLIS were dropped on application of the state solicitor. The station resumed broadcasting within hours of the particular raid by Ministry officials.

**CAROLINE HIRING
NEW JOCKS AS
DUTCH AWAIT
SIGNAL**

Behind the scenes, work is going on to put together a new team of presenters for CAROLINE 558, following the station having to rely on two Dutch deejays in recent weeks, to host shows on the station.

A new programming format package is also being arranged which could be brought into force once the team is together and aboard the radio ship, 14 miles off the Kent coast.

Work has still not been completed on the new antenna system for the Dutch language service set to replace RADIO MONIQUE on 819kHz.

VACANCIES

RADIO 1 have openings for SENIOR PRODUCERS for NEWSBEAT. You will undertake the preparation of cues and tapes for RADIO 1 news summaries and of the two daily programmes from the origination of ideas thru studio production of transmission; extend a full editorial brief to reporters, correspondents and contributors and lead a production team especially when acting as editor of the day in charge of the main programmes. Duties may involve some weekend working as well as regular early morning and late shifts. A proven understanding of news and current affairs and an ability to galvanise a team of reporters and producers when editing programmes are essential. So too will be a thorough appreciation of the capabilities of available technical facilities. A knowledge of and interest in pop music is desirable. £16,718 - £21,305 is the salary range. Ref: 9306.

RADIO 1's NEWSBEAT is looking for top class REPORTERS. If you have an excellent microphone voice and the ability to write, edit and read anything from a 5 minute package to a 30-second voice - at speed, under pressure and with great accuracy, this could be a job for you! A lively interviewing style, capable of handling interviews ranging from Cabinet Ministers to sports personalities and popstars also needed. Based London. Contract. Salary to be negotiated. Send CV and tape to ALAN ASHTON, Editor, Newsbeat, BBC RADIO 1, Room 401, Broadcasting House, London, W1A 1AA.

BBC RADIO NEWCASTLE - The Spirit of the North-East - require a daytime AIR PERSONALITY. Have you got what it takes to win today's adult radio listener? If you have the skills needed to anchor a range of

programmes from news and current affairs to entertainment and music, then send a CV and recent cassette aircheck (non-returnable) to: TONY FISH, Station Manager, BBC RADIO NEWCASTLE, Newcastle, NE99 1LR.

RADIO FORTH has a vacancy for a JOURNALIST (JLR1) to join its busy news department. Applications should be sent to DAVID JOHNSTONE, RADIO FORTH, Forth House, Forth Street, Edinburgh, Scotland, EH1 3LF.

HEREWARD RADIO have an opening for an experienced BROADCAST ENGINEER. They are looking for a person of experience and ability to become part of a small but dynamic organisation with plans to expand. Send application and cv to: JIM WARRACK, Chief Engineer, HEReward RADIO, PO Box 225, Queensgate Centre, Peterborough, Cambridgeshire, PE1 1XJ.

COUNTY SOUND RADIO (The Premier FM and The Gold AM) are looking for a top-flight JOURNALIST experienced in news and sport. CV and demo tape to: MALCOLM DEACON, Head of News and Current Affairs/Deputy Programme Controller, COUNTY SOUND, The Friary, Guildford, Surrey, GU1 4YX.

VIKING RADIO has lost somebody else to television and someone else to another radio station, so has an opening for a JOURNALIST. Write to: ALMA COOPER, Head of News, VIKING RADIO, 1 Commercial Road, Hull, North Humberside, HU1 2SG.

Professional Radio DJs required for new international commercial radio station. Experience a must. Send c.v., aircheck tape and details of availability to: Radio Vacancy, c/o Now Radio, PO Box 45, Kettering, NN16 0NW. No 'phone calls, please. This is an independent advertisement.

TURNING ON TO RADIO THREE!

NOTES BY NORMAN McLEOD

I do love living in Brighton, but I have said that there are two jobs, and only two jobs, I'd consider leaving here to do.

One would be a major post with the Radio Authority, which will probably be full of establishment types who have little practical experience of radio but can waffle appropriately when the need arises (bit like the IBA). So it's unlikely to have any room for original thinkers like me.

The other job would be controller of Radio 3. I'd LOVE to do that job: such luxury, such a huge budget, such power and privilege!

To be able to program a radio channel without the ever-present threat of the 'ratings' hanging over my head, to be able to pursue excellence rather than the lowest common denominator, must be an absolute delight.

I do wish Mr. John Drummond, Radio 3's new controller, success in his objective of increasing the network's audience. There are many people I know who enjoy classical music, but who never listen to Radio 3. They are put off by its air of superiority, its stuffy presentation, and - no doubt - its predilection for deservedly obscure and unpleasant music.

Radio 3 does not lend itself easily to continuous listening - what it needs is a daytime format. The idea that people will consult the Radio Times and mark off the programmes they are interested in, and then settle down and switch on at the appropriate time, has long been discredited everywhere else.

THE RADIO 3 FORMAT

Yes, let's have a format. Forget all those little itty-bitty programmes: assume that once you have got your Radio 3 listener, you want to keep him or her by not exposing them to too much that might be distasteful for too long.

I find when I tune in that within an hour or two something will come along which is a definite switch-off. Planning a format around a rapidly changing pattern of relatively short items of music (in classical terms this means less than a quarter of an hour) could revolutionise Radio 3's audience figures.

Another way to boost listeners would be to broaden the scope of the material chosen. Why is there such an intense concentration on Western classical music, while the music of Africa, Asia or South America is pushed to the margins if not wholly ignored? There is a lot going on in the world of music which falls into the yawning chasm between Radios 1/2 and Radio 3 and disappears without trace.

I see no reason why 'serious' popular music should not find a limited place on Radio 3, provided it's not the same old stuff churned out all the time somewhere else.

I reckon Radio 3 should be going for a Channel 4-size audience - around 10% rather than the pathetic three or four it gets now. But there will have to be something of a revolution first, and Radio 3 listeners are very, very conservative. All that's happened so far has been very minor tinkering at the edges, yet already the massed ranks of reaction have been preparing to defend themselves..

Go for it, Mr Drummond!

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EAST ANGLIAN PRODUCTIONS. (0255) 676252. EAP, Studio House, 21/23, Walton Rd., Frinton-on-Sea, Essex, CO13 0AA.

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THE NOW RADIO TEAM

Part 2

ROB CHAPMAN is currently completing his Masters Degree into Pop Music Radio. His broadcasting experience started on BC RADIO BRISTOL in 1975 and ended not many weeks later when the Student programme he was working on made it clear they preferred items about how to brew your own beer to his exclusive BOB MARLEY interview. In 1978/9 he sang with GLAXO BABIES who had an indie chart number one with "This is your life."

During 1985/86 he was one of the founder members of the team who worked on the BBC RADIO NORTHAMPTON youth programme "The Team".

ROB owns one of the biggest recording collections, of pop music radio, and is a regular correspondent and feature writer for NOW RADIO. He lives at Brigstock, a small village only a few miles from the NOW RADIO office in Kettering.

POSITION WANTED

PAUL GRAHAM has experience at home and abroad, including Irish commercial and CAROLINE 558, and is currently seeking relief work on local radio in the United Kingdom. Why not call for a chat? Telephone Leicester (0533) 351243.

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31

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