

Now Radio

Issue No. 57
May 18, 1988

The Magazine
for Today's
Radio Industry



Carl Kingston

Now Radio

THE Magazine for Today's
Radio Industry

EDITOR: Howard G. L. Rose

CORRESPONDENTS

Steve Merike - Chris Andrew

John Lewis - Paul Easton

Gavin Cooper - Lawrence Hallett

Leo N. Brightstar - Clive Glover

Rob Chapman - Tracey Power

UNITED STATES

Graham Kennedy

TECHNICAL

Norman J. McLEOD

ISSN 0951-7901

Telephone:

(0536) 51 44 37

U.K. ORDERS

Now Radio, FREEPOST,

Kettering NN16 0NW

NOW RADIO NEWSLINE (24 hrs)

(Updated every day)

(0898) 654383

SUBSCRIPTION RATES

52 Issues (12 months) £48.00

26 Issues (6 months) £24.00

12 Issues (3 months) £15.00

Published by:

Now Radio Communications

PO Box 45, Kettering,

Northants NN16 0NW

(24 Hours)

All Contents ©

Now Radio Communications 1988

SONY RADIO AWARDS

reproduced for the record

BEST DRAMA PRODUCTION: 'News of the World' (BBC WORLD SERVICE)
BEST ACTOR: Edward Petherbridge (BBC RADIO 4)
BEST ACTRESS: Harriet Walter (BBC RADIO 4)
BEST MAGAZINE PROGRAMME: Medicine Now (RADIO 4)
BEST CURRENT AFFAIRS PROGRAMME: Morning Merseyside (BBC RADIO MERSEYSIDE)
RADIO REPORTER OF THE YEAR: Lindsay Taylor (LBC/IRN)
SPORTS BROADCASTER OF THE YEAR: Terrence O'Donohue (BBC RADIO WALES)
BEST DOCUMENTARY/FEATURES PROGRAMME: 'Waiting for Mrs Forbes' (BBC RADIO 4)
BEST USE OF COMEDY: 'Crisp and even brightly' (BBC RADIO 4)
BEST POPULAR MUSIC PROGRAMME: 'The Eric Clapton Story - Behind the Mask' (BBC RADIO 1)
BEST CLASSICAL MUSIC PROGRAMME: Kaleidoscope - Tomtiticketatom (Bolero) (BBC RADIO 4)
BEST SPECIALIST MUSIC PROGRAMME: 'Before the blues' (BBC RADIO 3)
BEST POP MUSIC PROGRAMME: 'Elvis - 10 Years After' (RADIO TRENT)
BEST LOCAL RADIO PROGRAMME: 'Oliver's Story' BBC RADIO LEICESTER
BEST COMMUNITY SERVICE PROGRAMME: 'Roghe Sate' (Good Health) (BBC EXTERNAL SERVICES/PASHTO SERVICE)
BEST CHILDRENS PROGRAMME: 'It's Russell Harris' (BBC RADIO HUMBERSIDE)
LOCAL RADIO PERSONALITY OF THE YEAR: Barbara Sturgeon (BBC RADIO KENT)
BEST OUTSIDE BROADCAST: 'Mainline - The Operation' (BBC RADIO CLEVELAND)
RADIO ACADEMY AWARD FOR THE MOST CREATIVE USE OF RADIO: 'Mauthausen Concentration Camp' (MURAY FIRTH RADIO)
BEST ORIGINAL SCRIPT: 'Village Fete' (RADIO 4)
BEST DRAMATISATION: 'Cheap in August' (RADIO 4)
FOR TECHNICAL EXCELLENCE & ACHIEVEMENT IN BROADCASTING: 'Viva Verdi, Part 1' BBC RADIO 4
OUTSTANDING SERVICE TO THE COMMUNITY BY A LOCAL STATION: Campus Radio on Radio Tay (RADIO TAY)
SMASH HITS LOCAL DJ OF THE YEAR: James Whale (RADIO AIRE)
SMASH HITS NATIONAL DJ OF THE YEAR: Mike Smith (BBC RADIO 1)
RADIO PERSONALITY OF THE YEAR: Alan Freeman
SONY GOLD AWARD FOR OUTSTANDING CONTRIBUTION TO RADIO OVER THE YEARS: Gerard Mansell CBE
SPECIAL AWARD FOR SERVICES TO RADIO: Thena Heshel (BBC RADIO 4)

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Editorial Comment

There is a bit of a question as to whether we actually will need a new radio authority at the moment. The Government this week formally announced the establishment of the Broadcasting Standards Council, and Lord Young appears to want the Department of Trade and Industry to deal with all radio and television broadcasting. His department has a lot going for it - it already arranges spectrum management, and it's policy is very much in keeping with that of radio under a deregulated system. Listeners can now file complaints with the new Broadcasting Standards Council and the Broadcasting Complaints Commission. Why then, do we actually need a new radio authority?

If you happen to be reading somebody else's copy of NOW RADIO, why not make this week the time that you actually put pen to paper, or lift the 'phone, and organise your personal copy each and every week?! For less than £1 per week NOW RADIO is truly value-for-money.

*NOW RADIO IS
REGISTERED AS A
NEWSPAPER AT THE
POST OFFICE*

*EDITORIAL: (0536) 514437
BROADCASTING: (0536) 410723
ADVERTISING: (0484) 460088
NEWSLINE: (0898) 654383*

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NOW RADIO is published every Wednesday by NOW RADIO COMMUNICATIONS of Kettering. Posted First Class Newspaper Post at Kettering. Printed by NOW RADIO COMMUNICATIONS.

COMMUNITY RADIO
ASSOCIATION
INDIVIDUALS
LINKED WITH RADIO
CAROLINE LICENCE
BID

Key figures in the COMMUNITY RADIO ASSOCIATION are behind a move to apply for a national commercial radio licence using the name RADIO CAROLINE LIMITED.

The company was set up several months ago when a group of C.R.A. members met and discussed the fact that, to the best of their knowledge, the Offshore radio station RADIO CAROLINE had never registered its name at Companies House in London as a Limited Liability Company. In the 1960's RADIO CAROLINE traded under the name PLANET PRODUCTIONS Ltd. That company ceased officially trading on August 14, 1967 when the Labour Government's Marine (etc) Broadcasting Offences Act came into force.

The bid for a national licence has been put together with the aim of benefiting community radio.

The directors are CHRIS MARTIN: Membership Secretary of the COMMUNITY RADIO ASSOCIATION, a Post Graduate Researcher and of IMPERIAL COLLEGE RADIO in London.

MARK JONES: National Development Worker of the COMMUNITY RADIO ASSOCIATION, based on Tyneside.

RICHARD HILTON: Accountant and the Treasurer of the COMMUNITY RADIO ASSOCIATION.

DES SHEPHERD: Liason officer for OYSTER RADIO, a local community radio group in Colchester and an active member of the COMMUNITY RADIO ASSOCIATION.

The registered office of RADIO CAROLINE LIMITED is 311, Wimbledon Park Road, Southfields, London, SW19 6NP. The home of RICHARD HILTON.

The directors issued a statement which said: "What makes this radio applicant so interesting and

different from any other radio applicant is the proposed charitable element of the station. A significant proportion of the turnover and profits of this national radio station will be ploughed back into local community radio through a charitable trust. Examples of this would be capital grants to build studios, buy equipment etc and/or revenue grants to fund outreach workers, publicity campaigns, etc.

"The directors believe that this cross-subsidization within the radio industry is the best way forward and shows the 'caring face' of radio. In planning RADIO CAROLINE LIMITED with a strong charitable element they are laying down guidelines that any competitors for the licences will have difficulty matching.

"The station will be a properly run commercial venture broadcasting from studios based outside London. All the directors are members of the influential pressure group THE COMMUNITY RADIO ASSOCIATION (CRA). Two are heavily involved with local groups setting up community radio stations, one is a director of RELAY and the fourth is involved in College Radio.

"The directors believe they have sufficient expertise and finance to complete the necessary licence application, but will be actively seeking the funding necessary to set up a national radio station."

There is a disclaimer which reads: "The Directors of RADIO CAROLINE LIMITED wish to make it very clear that they have no involvement with the RADIO CAROLINE broadcasting from the North Sea."

Just prior to the public announcement by RADIO CAROLINE LIMITED talks had commenced in secret between representatives of another organisation with an aim to buying the company RADIO CAROLINE LIMITED. The plan did not involve the offshore radio station, though did involve former staff and management who sought to obtain the "name" for a

new project.

As to whether the newly registered company RADIO CAROLINE LIMITED would provide any problems for the offshore radio station, a senior spokesman for CAROLINE told NOW RADIO that it would be difficult for the new company to use the name, and be taken seriously. Legal advice had been taken with regard to "passing off" as the 24-year-old commercial broadcaster.

However, it would appear that a reason for establishing the company, and claiming that it would, or could, "benefit" community radio is to see how much the company name is worth to others who might purchase it for their own uses. In return they might be asked for a cash payment and or a percentage of a projects income, which would then be used to benefit the community radio stations.

NOW RADIO spoke to BEVAN JONES, Chair of the COMMUNITY RADIO ASSOCIATION, who told us that what four individuals of the CRA membership did was entirely up to them.

The issue of registering a company in the name RADIO CAROLINE LIMITED might raise interesting legal questions if the offshore station CAROLINE were to decide to cease its activities in the North Sea and state that it would come ashore and apply for one of the national commercial licences, or if it were to develop broadcasting plans which would involve transmissions of its service being carried within the United Kingdom in any other way.

RADIO CAROLINE LIMITED, at this time, has legal ownership of the name and it would involve court actions to alter that position.

However, there is the underlying knowledge that the offshore station remains RADIO CAROLINE, whilst the company RADIO CAROLINE LIMITED owns the name. Which one would be recognised by the RADIO AUTHORITY or other such bodies, forgetting the legal position, remains to be seen.

RADIO 1 COULD AIM FOR OLDER LISTENERS

BBC RADIO 1 could make moves to appeal to an older target listenership in the not-too-distant future.

At present the station targets listeners in the 16-25 year range, but managing director of BBC Radio, DAVID HATCH has disclosed investigation of a move towards appealing to the 25-35 years group is underway.

This week RADIO 1 increased its news and information coverage in the SIMON MAYO breakfast show.

The amount of news has been doubled, from four to eight minutes per hour. ROD MCKENZIE will read the news on a regular basis on the programme.

CAROL DOOLEY, 22, who quit Liverpool's RADIO CITY last week, has joined the team to present travel and weather information.

BLACKBURN TO CAPITAL GOLD ON JULY 2

CAPITAL RADIO has received permission from the IBA to expand its split-frequency operations to Saturdays as well as the Sunday as at present.

The extended service, which will give two days per week of CAPITAL GOLD, the solid gold service, will start from Saturday July 2.

TONY BLACKBURN, who exits BBC RADIO LONDON on June 17th, will join CAPITAL GOLD to host the breakfast airshift which will run 7am - 10am on both days.

CAPITAL GOLD - on 1548 kHz - plays the hits of the past 30 years.

On 95.8 FM, CAPITAL RADIO continues with its regular across the board programming.

OWEN OYSTON ATTACKS MANAGEMENT OF UK COMMERCIAL RADIO

At the same time as confirming that The RED ROSE RADIO Group is both applying for entry to the Ulisted Securities Market in June and seeking to purchase another commercial radio station, OWEN OYSTON, speaking at the recent RADIO ACADEMY seminar, attacked what he saw as the serious shortcomings of management in independent local radio.

He strongly attacked current management - knowing that the former managing director of RED ROSE RADIO, DAVID MAKER, was in the audience. OYSTON recently wrestled control of the RED ROSE group, ousting MAKER in the process.

The chairman and chief executive of the three station radio group (it owns radio properties in Preston (RED ROSE), Leeds (RADIO AIRE) and Cardiff (RED DRAGON RADIO) warned management they must spend more time running their businesses, rather than on trips abroad or at meetings in London, if they want their stations to survive after deregulation and into the 90's.

He expressed his belief that commercial radio in this country was at last offering a serious and major investment opportunity.

OYSTON claimed that radio stations must become involved in non-media related businesses to help them meet increased competition.

Chief Executive of BROADCAST MARKETING SERVICES, TERRY BATE rejected an OYSTON suggestion that the RADIO MARKETING BUREAU should be placed in the control of the national rep houses such as BMS and IRS.

BATE thought this would be both impractical and inappropriate in view of the expected increase in competition between stations.

RECORD PROFIT FORECAST

RED ROSE RADIO is predicting a record trading profit at the end of this current financial year, following the announcement of pre-tax profits for the year to September 30, 1987 of £710,000.

Group turnover at RADIO AIRE, RED ROSE RADIO AND RED DRAGON RADIO amounted to £4.8 million.

The dividend paid, 1.37p, was, according to OWEN OYSTON, double the amount proposed by the previous board.

CABLED HOMES

According to recently compiled statistics, the United Kingdom has only 1% of its homes connected for reception of cable radio and television programming reception.

Top of the league is Belgium with 86% penetration, followed by The Netherlands with 58% of its homes able to select more than the regular over-the-air services.

The full league table is:

	%
Belgium	86
The Netherlands	58
Switzerland	56
Ireland	35
Denmark	32
Norway	27
Finland	23
Austria	14
West Germany	10
Sweden	9
United Kingdom	1
France	1

The figures are based on the percentage of households with television receivers.

IT'S
"7.411.7 on 237"
FOR C. R. GROUP

People attending the Beckenham Tennis Tournament, which takes place during the week of May 30 - June 5, will have the opportunity of hearing the results of much planning by BROMLEY COMMUNITY RADIO.

They will be running a Special Event station RAVEN SOUND which will broadcast from 7am - 7pm on 1269kHz (237 metres).

The station is being sponsored for the event by the MASTERS GROUP of companies, the Beckenham garage group.

RAVEN SOUND is the brainchild of TONY and MARILYN BAILEY, who have been active for some time in attempting to get community radio off the ground since forming an IBA franchise group for Kent in 1982.

A further series of broadcasts by RAVEN SOUND is planned for the BIGGIN HILL air fair in June. Again this is to be sponsored by MASTERS.

POP PIRATE VISITORS IN D11 CHASE

A boat taking visitors to see the radio ship ROSS REVENGE, from which RADIO CAROLINE 558 broadcasts, was followed and monitored by an Ocean going ship being used by the D11 on Saturday.

On its return to Kent a number of the the pirate ship viewers were interviewed by officials.

The trip was organised by the CM and did not carry people booked through NOW RADIO.

The NOW RADIO trip for the same date had earlier been postponed. "Engineering work for the new Dutch station was bound to create such an incident if we had attempted to visit the ship. So we thought it best to hold back until things were quieter." said a spokesman at NOW RADIO.

REES-MOGG TO CHAIR BSC

WILLIAM REES-MOGG has been appointed Chairman of the new BROADCASTING STANDARDS COUNCIL which will have a brief to be concerned with the portrayal of sex and violence on television, and assure fair standards and balance on radio - including the projected community, neighbourhood, local commercial and national independent stations.

Already there is much opposition to the BSC, from the Labour Party and broadcasters, who feel that the new body will interfere with programme making, especially in the light of the upset cause to the Government by recent matters such as 'Death on the Rock'.

NOVA BENEFITS FROM WEATHER CONDITIONS

Having a studio with windows looking out on the hot, summer weather conditions has produced a "California-type" feeling for the broadcasters on RADIO NOVA INTERNATIONAL, the recently launched satellite-delivered radio station.

ENGINEERS ON THE MOVE

METRO RADIO (Newcastle upon Tyne) is planning to run a split-transmission service later this year; re-arrangement of studios, etc, involves the re-connection of over 10,000 cable ends.

US EXPAND AM BAND

The FCC has initiated an inquiry on the extension of the domestic AM band by 10 channels from 1605kHz to 1705kHz with a target for implementation of July 1st, 1990. Extended band could also provide channels for national services.

RADIO NORTH SEA
819

L O O S E
E N D S

A new 45-metre antenna mast has been erected aboard the CAROLINE organisation's ship ROSS REVENGE. It will be carrying a new dutch language service which is due to commence test-transmissions "at any moment" according to sources. Dutch reports claim that the new station will ID as RADIO NORTH SEA 819. It will transmit on 819kHz. Programme Director of the new station will be AD ROBERTS.

Q102 HIRES
CUNNINGHAM

BILL CUNNINGHAM, the United States Programme Consultant has moved across Dublin city from SUNSHINE 101 to rival major competitor station Q102.

During BILL CUNNINGHAM's stay with SUNSHINE 101 the station moved further into the top league of commercial broadcasters in that city.

ANOTHER CAROLINE
STAR NAME JOINS
INVICTA

Kent commercial station, INVICTA RADIO, is adding to its daytime line-up by hiring JOHNNY LEWIS to host the midday show from Monday June 6th. He will also present the Saturday afternoon airshift from 2 - 6pm.

LEWIS joins from RADIO WYVERN and was previously with the LASER operation and CAROLINE as a breakfast presenter.

His hiring, by INVICTA Programme Controller ROGER DAY, comes shortly after the station recruited CAROLINE 558 Programme Director PETER PHILIPS. He presents the late night, 10pm-2am airshift, and the weekly Sunday Request Show which is broadcast between 12noon-3pm.

RIP (OFF) AND READ: STEVE WRIGHT made the national papers on Wednesday last week when the DAILY MIRROR (wash your mouth out!) reported the fact that the RADIO 1 jock had discovered a brand of baked bean that won't make you fart. Imagine how RADIO LUXEMBOURG's TONY BLEWITT felt on hearing this news. You see, Our Tony ran that same story on The Great 208 way back at the beginning of this year. Any original material for the STEVE WRIGHT show, obviously, would be more than welcomed. Address it to either RADIO 1, London, W1A 1AA, or to TONY BLEWITT, 38 Hertford Street, London, W1. Either way, it would appear, it'll stand a chance of getting heard at least once...and judging by the record...probably twice!!!!.....

DARTBOARD: Our cover photograph this week may be used as (a) a disposable dart-board, (b) a reminder of what results from 2 hours per morning grooming your hair, or (c) proof that CARL KINGSTON will do just about anything for a namecheck!.....

DTI: It could be that the IBA will be abolished! Not only are they losing control of independent radio, but with the establishment of the new BROADCASTING STANDARDS COUNCIL and the reports that LORD YOUNG wants the DEPARTMENT OF TRADE & INDUSTRY to take personal charge of radio and television, there can be little left for the IBA to do. IBA ENGINEERING could become a private company, offering transmitter facilities in the new free-market.....

DOPS!: The story on Page 5, about more news on RADIO 1 is a little premature. Should relate to changes effective from next Monday.....

TESTING: Monaghan has a new station, RADIO STAR COUNTRY (guess what format!?) testing on 927kHz.....

MORE IN A WEEK!

GOVERNMENT MAY NOT ISSUE CLOSING DATE FOR PIRATES

TIM RENTON, Home Office Minister of State with responsibility for broadcasting, has said that it is likely the Government may not announce an amnesty date after which pirate radio stations still broadcasting will not be eligible to apply for licences.

Talking to the Home Affairs Committee RENTON said: "It is unlikely that we will move down that path for all sorts of reasons you can understand. I am pleased that the DTI which is responsible for checking and quelling pirate radio has now committed more money - another £400,000 this year - to the agency of their branch that deals with this."

He warned the pirate broadcasters that if they "wish to use their talents and equipment in due course for a local licence" they had better stop being pirates now and become respectable and then they will have more chance of getting a local franchise in due course.

COMMUNITY RADIO VIDEO

The Wolverhampton COMMUNITY RADIO ASSOCIATION Group has produced a fifteen minute video documentary describing what exactly Community Radio is and what can do.

The video will be shown to interested local groups in the area.

GLOBAL MOVE FOR RADIO CITY PRESENTER

Liverpool ILR RADIO CITY is losing another presenter at the same time DAVE LINCOLN moves on to take the post of Programme Controller at RED ROSE RADIO in Preston.

NIGEL WILLIAMS will leave the station and amongst his first projects will be the presentation of SPORT AID 88 GOING GLOBAL, a programme which will air on the ILR network, and on many other principal radio stations around the world.

He will then be working for radio and television in London and the South-east.

DOWNTOWN DOWN UNDER

DTR (Belfast) has just run a couple of features to mark ANZAC DAY.

Breakfast show co-presenter RICHARD YOUNG did his segments of the programme as usual, only from 10,000 miles away from his colleague IVAN MARTIN. Richard was in Perth in the studios of the AUSTRALIAN BROADCASTING COMMISSION (ABC).

DTR ran a dramatised reconstruction of letters home from the earliest Ulster emigrants, cataloguing the hopes, and the realities of a harsh life 'down under'. This was then contrasted with a view of Australia today as seen through the eyes of four Ulster exiles.

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NOW RADIO is the trade publication for the radio industry of today - and tomorrow.

Keep abreast of all the changes by taking out a subscription immediately.

Details appear on page two of this issue. Pay by post, or by telephone using ACCESS or VISA cards.

TIMES MAN FOR EDITORSHIP OF RADIO TIMES

NICHOLAS BRETT, who is presently features editor at THE TIMES, will be the next editor of RADIO TIMES. He takes over from BRIAN GEARING, who has taken early retirement after 8 years in the post as editor.

BRETT has an M.A. in journalism from Pennsylvania State University, and started his career in 1976 as a reporter with the Stratford Express newspaper group in East London.

He joined THE TIMES, first on the sports desk (1982) and then as chief sub editor, deputy editor and editor of its new Saturday Review arts and leisure section. Prior to moving on the staff at THE TIMES, he spent a couple of years as a freelancer with it. He will be with RADIO TIMES for its 65th anniversary in September.

ALL CLEAR GIVEN AT BROADCASTING HOUSE

The BBC's Chief Medical Officer, ANN FINGRET, has issued a statement to all staffers in Central London assuring them that Broadcasting House is now completely safe following the recent outbreak of Legionnaires' Disease among staff and some members of the public.

The cooling towers atop Broadcasting House, W.1., where Legionella bacteria had been discovered, have now been closed down and competely disinfected. The CMO assured staff the towers would stay out of service until experts gave full approval. 65 cases of legionnaires' (20 confirmed, 45 suspected) have now been recorded at Westminster Council.

SENIOR MANAGERS DISCUSS FUTURE OF NETWORK RADIO

30 Senior Managers of the BBC discussed the future of network radio at a recent meeting held at the Burford Bridge Hotel, Box Hill, in Surrey.

The 5-year plans of RADIO's 1, 2, 3 and 4 were carefully examined to take into account the new budget review process. They also took into account the news that the national networks will remain at Broadcasting House until 1997. Also under discussion was the plan to place a sport and education channel in place of RADIO 2's current AM frequencies.

It was the second such meeting within a year, and DAVID HATCH, Managing Director, Network Radio, described it as "full and constructive."

EX-TEACHER TO HEAD SCHOOL RADIO

NICK WHINES is taking over the post of Head of School Radio at the BBC, when CLAIRE CHOUIL retires in December after 33 years with the Corporation.

WHINES, a former teacher, is currently a producer with School TV.

He will run the service when OPTIONS moves from its current RADIO 4 location (on FM) to the RADIO 2 AM channels.

OPEN DOOR

BBC RADIO GLOUCESTERSHIRE, which goes on the air later this year, held a day of Open Auditions recently.

From over 300 aspiring broadcasters, at least 20 will now be used by the station when it goes to air.

All four of the station's studios were used for the auditions.

L O O S E
E N D S

OOOPS!: Spot last week's mistake?! Cover dateline (and everywhere else inside) showed correct date of May 11, 1988. The Editorial Page was, wrongly, headed May 4th. Ooops!.....

STUDENTS: A letter from FIONA ROBERTSON, News Co-ordinator of UNIVERSITY RADIO ESSEX duly arrived on our desks recently and read: "If you could include the following in the next possible issue of NOW RADIO, we would be very grateful..." The story read: "University RADIO ESSEX, the vanguard of the campus stations, has gone from strength to strength this term; yet again proving that a station can dramatically increase its audience without a restrictive format.

"The programmes, which range from the zany "FIONA ROBERTSON WHALE ONLETTE HOUR", to the more serious "ALASTAIR WILSON PROLETARIAN CHAT SHOW", and cover a wide spectrum of music, have proved so popular that the shows now run until 3am. "It's a triumph for alternative radio," said Programme Controller WILL JACKSON (who hosts the Monday 3 - 6pm airshaft). In just eight months, the station's fresher image has meant that both our audience and the demand for shows has doubled, thus proving you don't have to mimic RADIO 1 to be successful. And yet URE is still expanding, with negotiations to get its programmes a still wider audience well under way; all of which leads to URE's increasing reputation as the country's top campus station." Well, just what can you say to that?!.....

RADIO RADIO: Last week subscriber's would have received a special offer letter, allowing them to purchase the book RADIO at

the greatly reduced price of just £5. A reminder that the special offer is only valid for one more week, so hurry with those orders, please. Immediate despatch by first-class post.....

GHOST BUSTERS: DTR (DOWNTOWN RADIO) is broadcasting live from a haunted house on the night of the upcoming TELETHON. It'll be a joint effort with ULSTER TELEVISION.....

AMBRIDGE FOR SALE: BBC ENTERPRISES may soon start to offer licences for merchandise coupled to THE ARCHERS and GARDNERS' QUESTION TIME. Controlling the deals will be THE MARKETING TRIANGLE.....

RADIO WORKS - BETTER: Good news for our industry is that DHL, the international courier company, is unhappy with the results of the current ITV advertising campaign which is reported to have cost £5 million. Word is DHL will return to commercial radio where it was one of the top spenders. They won awards for the AIN'T NO MOUNTAIN HIGH ENOUGH campaign.....

PACKER DEAL: Australian media mogul KERRY PACKER has just allowed the ink to dry on a contract with ABC (Australian Broadcasting Commission). PACKER'S CONSOLIDATED PRESS and the ABC are launching a new magazine called AUSTRALIAN LISTENER.....

BULL HIT: CLIVE BULL is running the "A to Z of LBC RADIO" on his Sunday night/Monday morning programme on LBC. Show runs from 1 - 4 am. This week it featured "B" for Bridge Street Studios, home of the LBC/IRN Parliamentary Unit. Sounds like a good idea for other stations to introduce in their programming....programme also featured DORIS on the Piano...but that, dear hearts, is another story completely!.....

4 APPLICATIONS FOR CAMBRIDGE ILR FRANCHISE

Last week we began our review of the applications submitted to the IBA by the four applicant groups who are bidding to run the new ILR franchise for Cambridge and Newmarket. In that issue we reviewed the summary applications made by CNBC and CN.FM. We continue, in this issue, with reviews of the other two - CAMBRIDGE RADIO and GRANTA RADIO Ltd.

To remind you, 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, omnidirectional 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.

CAMBRIDGE RADIO claims that its application to the IBA provides ideas which are "more realistic, more imaginative and more attractive" than those from competing bids for the franchise.

In its public statement, CAMBRIDGE RADIO invite readers to let them have reactions to their policy and says: "If you think one of the other applicants has understood the area better, tell us why and where we went wrong...."

The application claims that the Cambridge franchise will only extend coverage to 12 miles out of the city, and the total number of people who might be able to hear the station would number 300,000. This is described as "The Local Problem" in the application. It says that the franchise will be amongst the smallest ever offered by the IBA, and details the population potential of neighbouring stations; SUFFOLK GROUP (Saxon and Orwell) with 760,000; HEReward with 830,000; ESSEX RADIO with 1,200,000 and "CHILTERN RADIO in Bedford covers a whopping 1,800,000."

One fails to find much comfort from the section that follows, which reads: "There's nothing shameful about having a small radio station. The trouble is that independent local radio depends on advertising for its income, and advertising revenue is based on how many people an advertisement reaches. The Cambridge/Newmarket transmitter won't reach many people. So we won't make very much money.....we estimate that it will take us five years before we

can achieve profitability - a terrible rate of return for any business."

As if your confidence could stand anymore, the summary goes on: "And there's worse. Some small radio stations like Aberdeen - about the same size as us - have an effective monopoly of broadcasting; there's only one ILR station in the area to listen to. But in our area, four big neighbours trespass all over us....if you're an advertiser, you won't really need to advertise on the new Cambridge radio station because you're not going to gain anything. You can already reach Cambridge/Newmarket listeners on the existing stations."

My God! Is CAMBRIDGE RADIO trying to do a CENTRE RADIO act of suicide before they're even given a chance of getting a franchise....???!?

They say that they have a solution. "So if we want to attract advertisers, which we have to do in order to pay for the programming we bring you, and if we want to attract listeners, which we also have to do in order to get advertisers to buy our air space, we have to do something different. We have to break the mould.

"We have to develop a new kind of programming that will attract people who wouldn't normally listen to ILR..."

Then bitterness creeps in: "HEREWARD and CHILTERN are both applying for the franchise so they can extend the size of their audiences even more. And you can be sure that even if they throw a few programming morsels our way, they won't be broadcasting anything significantly different from what they do at the moment. But because they're already in business, and the IBA knows them, they might win.

CAMBRIDGE RADIO admit to being the unknown quantity and to having rushed together their application in double quick time because they think it would be a "disaster" if the

other applicants get in.

Directors of CAMBRIDGE RADIO include: CHRIS CURRY who started ACORN computers and created the BBC MICRO. JOHN RANELAGH, until last year Commissioning Editor for documentaries for CHANNEL 4 TV. STEPHEN GAMES former arts correspondent and Radio Critic of THE INDEPENDENT. DEREK BREWER, a local publisher and SAL BRINTON and DAVID HARTLAND of CAMBRIDGE VENTURE MANAGEMENT.

"By 1991, we could be relaying live shows from the new auditorium - Footlights reviews, perhaps, or touring companies from all around the country, or entertainment for children, or local drama groups."

There is nothing mentioned about financial structure, programming, staffing levels or sales operation. What there is lacks confidence and, perhaps, a true understanding of the local radio business. Sad really, because it would have been interesting and even exciting to see a group other than an existing ILR contractor as a strong contender.

GRANTA RADIO Ltd has been around the longest of the applicants. It claims a strong local identity but has called on existing ILR contractors in its bid to win the franchise.

CAPITAL RADIO - one of the two commercial licenced stations serving London - and RADIO BROADLAND - the Norwich, Norfolk contractor have involvement in GRANTA.

GRANTA's application lists a board of directors which include: GEOFFREY LADBROOKE WOLLARD (Chairman); RICHARD JOHN BEETS; BARONESS BLATCH; CHRISTOPHER BRADFORD; PAUL GOODERHAM; JOHN HARRISON; LADY HUGHES; JOHN RANKIN; DONALD MacKAY; NICHOLAS MARTIN; PETER SAYERS and OWEN TEBBS. On the board representing the interest of RADIO BROADLAND is RUSSELL STUART, Managing Director of RADIO BROADLAND. From CAPITAL RADIO is that stations General Manager, JEREMY LOYD.

GRANTA is proposing the biggest staffing level of all the applications. No less than 22 people. The posts will be Managing Director and Secretary, Financial Controller, Programme Controller and a Secretary, Sales Director and a secretary, 5 on-air Presenters, a News Editor, 3 Journalists, traffic scheduler, Chief Engineer, 3 Sales Executives and a Receptionist.

An "Executive Sharing" arrangement with RADIO BROADLAND is being examined in detail at the moment, according to GRANTA.

GRANTA RADIO Ltd will be capitalised at £550,000. The principal costs relate to Forward Funding of the FM transmitter (£120,000), studio and office structural work (£152,000), technical equipment (£100,000) and working capital.

It is intended that GRANTA's funding will be met by subscription for shares as follows:- 78,000 "A" Ordinary Shares of 10p each, issued at par, and 687,500 "B" Ordinary Shares of 50p each, to be issued at 80p.

At the time of the application, there is preliminary commitment for approximately 81% of the total equity planned.

GRANTA predicts a loss in its first two years of broadcasting, followed by a profit in year 3 of £26,204.

In programming, it plans "to adopt the pattern of broadcasting established by successful ILR stations over the years, with an overall balance, including night-time broadcasting, of approximately 60% music and 40% speech.

The station intends to broadcast 24 hours per day from the outset. However locally originated programming will only run between 6am - 7pm weekdays and 6am until 5pm at weekends in year one.

In year 2 GRANTA would broadcast its own output from 6am - 10pm, and in the third year, 6am until midnight.

A sustaining service will be

provided for off-peak periods, probably in conjunction with a neighbouring ILR station, or utilising the new concept of VIRGIN BROADCASTING (RADIO RADIO) or RADIO LUXEMBOURG.

In its second and third year of broadcasting more specialist music programming would be introduced.

BMS would handle GRANTA's national advertising. There would be a single tariff for national and local clients. They would choose the 'out-house' form of commercial production.

With MBI BROADCAST SYSTEMS supplying equipment, installation and commissioning, GRANTA believe they could be on-air in September/October 1989.

CONCLUSION

Of the four applications the one which certainly appears to be first to sink is that of the newcomer "put together in a rush" CAMBRIDGE RADIO. This appears to be an application for the sake of making one, to protest at outsiders poaching the airwaves of the city.

Of the other three, it would be easy for the IBA to agree to the CHILTERN RADIO, or HEReward RADIO bids, because both stations already claim Cambridge as part of their service/editorial areas. Add to that the fact that such applications are seen often as ways and means of grabbing an extra transmitter ahead of de-regulation.

It is however, the GRANTA application that many feel has what it takes. More staff, more actual local broadcasting hours are just two of the ingredients which the IBA should look favourably upon.

Who wins in the end, we all have to wait and see.....

HOME AFFAIRS COMMITTEE

Second Report

THE GOVERNMENT'S PLANS FOR RADIO BROADCASTING

AN INTRODUCTION:

The Home Affairs Committee is appointed to examine the expenditure, administration and policy of the Home Office and of associated public bodies.

The Committee consists of 10 Members. It has a quorum of three.

The Committee has power:

(a) to send for persons, papers or records, to sit notwithstanding any adjournment of the House, to adjourn from place to place, and to report from time to time;

(b) to appoint specialist advisers either to supply information which is not readily available or to elucidate matters of complexity within the Committee's order of reference;

(c) to communicate to any other such committee, its evidence and any other documents relating to matters of common interest;

and

(d) to meet concurrently with any such other committee for the purpose of deliberating, taking evidence, or considering draft reports.

The membership of the Committee since its appointment on December 2, 1987 is as follows:

Mr JOHN WHEELER (elected Chairman on December 9th)

DAVID ASHBY

GERALD BUCKINGHAM

DAVID CLELLAND

JANET FOOKES

ROGER GALE

JOHN GREENWAY

IVOR STANBROK

KEITH VAZ

TONY WORTHINGTON

The Home Affairs Committee announced on December 10th that their main inquiry in the current Parliamentary Session would be on the future of broadcasting. The terms of reference of that inquiry indicated that it would primarily relate to television. While that investigation was at an early stage, the Home Secretary DOUGLAS HURD, announced his conclusions on his earlier Green Paper, entitled "RADIO: CHOICES AND OPPORTUNITIES", published in February 1987. The committee therefore decided to invite interested parties to submit separate memoranda on that aspect of broadcasting and accordingly issued a press notice on January 21st announcing their intention to study concepts and principals underlying the Home Secretary's announcement. 14 Memoranda were eventually received, and other organisations made reference to the future of radio in Memoranda submitted to their main inquiry.

On March 21st, the Committee took evidence from TIM RENTON MP, Minister of State at the Home Office, in charge of broadcasting. Questions arising from the submissions were put to the Minister.

The Minister, in his evidence, explained that because there would be a major expansion likely in independent radio over the next few years, it was sensible to create a new body, THE RADIO AUTHORITY, solely concerned with the regulation of radio. This followed the Green Paper envisaging a choice between all non-BBC Radio being controlled under the IBA, The CABLE AUTHORITY or the new RADIO AUTHORITY.

The RADIO AUTHORITY's primary function will be to grant licences to national and local radio operators. Its role will be purely regulatory; it will not be a transmission authority, unlike the IBA and BBC. It is expected that the AUTHORITY will be established

towards the end of 1989, although it might also be possible that a "shadow" authority could be set up in advance, following the example of the CABLE AUTHORITY.

The Minister of State rejected, on various grounds, the proposal that the IBA's RADIO DIVISION might continue to regulate non-BBC Radio. In his view the IBA will be fully occupied by the expansion of new television services such as satellite, and hence there will be greater demands on its regulatory role in these areas. It might also be difficult for the IBA to operate differing levels of regulation for radio and television. Furthermore, were the IBA's RADIO DIVISION to regulate independent and other non-BB radio, a situation might develop in which the IBA could be offering its transmission services on a commercial basis to franchise holders while regulating them as well. It would be wrong for the IBA to be both a supplier of services and a judge of how those services were used. A new authority was therefore the most appropriate body to regulate independent radio. Mr TIM RENTON could not give details of its staffing levels at this stage although he expected the Authority's running costs to be in the region of £1m - £1.5 million per year. This is compared with the more than £3 million for the IBA's expenditure on radio. The Authority will finance its running costs from licence fees.

The Home Affairs Committee reported that it accepted a new Authority would be the best means of regulating the burgeoning radio industry. They support the argument that the degree of regulation required for radio is different from television and should be aimed at consumer protection rather than direction of the broadcasters. However, the Committee said in its report, it was not convinced that the comparison of costs given in evidence by TIM RENTON accurately

reflects the respective cost of regulation of commercial radio by the IBA and a new Authority. "The costs of the RADIO DIVISION of the INDEPENDENT BROADCASTING AUTHORITY include engineering costs, which would not fall on the new body. Moreover, it is unlikely that a completely independent authority with its own overheads will be able to provide the service so much more cheaply than the IBA, given that they were charged with the same task."

The Committee concluded: "In any event the cost of the new Authority should not be the overwhelming priority. WE RECOMMEND THAT THE PROPOSED RADIO AUTHORITY SHOULD BE FUNDED AND STAFFED SUFFICIENTLY TO ENABLE IT TO CARRY OUT EFFECTIVELY ITS FUNCTIONS IN THE GREATLY EXPANDED FIELD OF COMMERCIAL RADIO."

TIM RENTON further expounded the Government's plans for the setting up of the proposed 3 national networks. He emphasised that financial considerations alone would not dictate to whom a franchise is awarded. There would be a two-stage process for selecting the franchisees of these services. He envisaged that, although the details of the process would be for the new authority to determine, in general terms prospective applicants would first submit draft proposals to the new authority outlining their proposed programming, and on the basis of these draft applications, the Authority would compile a shortlist of operators who would be invited to submit competitive tenders for running these services. The successful applicant would then be chosen from among these tenders. The main criterion upon which the Authority will base its selection is that of diverse programming. The most controversial aspect of the Secretary of State's January announcement had been that the new national, independent networks would be expected to provide a diverse programme service calculated to

appeal to a variety of tastes, and not limited to a single format. Giving his evidence, TIM RENTON clarified the Government's definition of diverse programming. He explained that those seeking to tender for national commercial licences will have to convince the Authority that they are offering a diversity, although not a generality, of programmes. The Government's aim is not to make the new channels "all things to all men", but to ensure that the new networks do not simply offer single format scheduling directed at a narrow section of the community. However, operators will be able, within the general framework of diverse programming to weight their approach in favour of particular interest groups. In response to the argument that diverse programming ran counter to received broadcasting wisdom, including the weight of outside evidence to the Committee, and would fail to attract advertisers, who were in favour of streamed channels, the Minister agreed that advertisers were attracted to the idea of channels similar to RADIOs 1 and 2. However, there was no shortage of potential bidders for commercial franchises operating within the diverse programming requirement and the caution of some advertisers regarding their viability was "exaggerated."

TIM RENTON denied that there was a contradiction between the Green Paper and the Home Secretary's statement with regard to service providers' right to decide on their own programming. He explained that the Green Paper stressed the importance of the programmers using their own judgement in contrast to the option of imposing full public service broadcasting (PSB) requirements on the new services. This option had been discarded in favour of a "lighter touch" regulatory framework; and the diverse programming obligation did

not necessarily conflict with the operators making their own scheduling decisions. The RADIO AUTHORITY would have a wide range of sanctions, from informal warnings to revocation of licence, to ensure that operators adhered to the terms of the original tender.

The Home Affairs Committee welcomed the Government's statement that in selecting franchise holders for the new national commercial networks the RADIO AUTHORITY would not base its decisions on purely financial grounds. "It would be wrong....if franchises were to be awarded only to those with the deepest pockets."

The Committee said it would be also necessary to prevent undue concentrations of ownership. The Government has envisaged a limitation of ownership of radio stations of one national network and/or six local stations. "If this was combined with ownership of other media in addition to radio, even this may be excessive although, as was pointed out in evidence in particular regional situations, it may have advantages." The Committee said it was concerned that the detailed work acknowledged by the Minister to be required should be undertaken before the legislative proposals are in place.

The Minister explained that the three national networks would probably not be set up simultaneously. Instead the RADIO AUTHORITY would probably let one channel start broadcasting and, once its programme character had been established, would licence the second and eventually the third. The Committee was told that this procedure would help each station to become established and build up audience loyalty before further competition appears. Whilst the Committee gave its support it said it would only do so if the process of implementation by stages is not unduly prolonged. It also said the Government should protect the BBC as the sole provider of PSB and not place it under financial, or other, pressures which might reduce its standards.

DIARY DATES

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

- 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. Organised 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. Organised 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.

Now Radio

USEFUL ADDRESSES
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

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

SOUND BROADCAST SERVICES.
42 Grenville Road, London, N19 4EM.
(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!

R A M B L I N G S

First of all, we haven't yet had space to run a special feature about the offshore station which was mentioned recently in NOW RADIO. We will run it in a few week's time.

TIM RENTON has said, quite clearly, that the proposed rule that the Government's current ownership thinking is that "no one should be able to control more than six local licences."

Talking to the RADIO ACADEMY seminar recently he expressed the fact that this would apply to licences rather than frequencies.

In NOW RADIO we have already carried commentary on this particular area of concern to many, but what needs to be reflected upon, again, is how this places current broadcasters in much more of a head start position than might have been the case with fairer rules.

TIM RENTON also is quoted as saying: "...there could be no question of removing frequencies from stations during the currency of their existing contracts. In future the presumption will be for single frequency broadcasting but, as the Green Paper suggested, stations would be able to make out a case for more than one frequency on programming or geographical grounds."

Thus, whereas at one stage, we thought each individual ILR station would have to give-up all but one frequency, we now envisage that, for example, CAPITAL RADIO plc will be allowed to broadcast CAPITAL GOLD on 1548kHz AM and CAPITAL RADIO on 05.3 MHz FM. That provides the 'programming' qualification which TIM RENTON says would be a requisite. A geographical reason for keeping

both AM and FM transmitters could be found by a station which cannot cover what it considers its entire 'service/editorial' area on one waveband, but needs the second to 'fill the gaps'.

The careful planning now around the country could result in a mixture of 'programming' and 'geographical' reasons for one contractor maintaining five, or six, transmitters. Under a fairer scheme one might dare to suggest that one transmitter could do the job. Another area which might lead to some concern is that of 'consumer choice', particularly in areas where there might be more applications for radio licences than available-to-use frequencies.

DAVID COOKE of the Home Office Broadcasting Department, speaking recently at the VOICE OF THE LISTENER conference, said, on the subject of getting a licence for a new service; "The allocation of licences will not be an unstructured free-for-all. The Authority will have criteria. One is local demand and desires, others are financial viability and that choice should be enhanced."

In order to get 'local demand' new entrants should be careful not to blurb out their plans to the press in order to receive three or four letters of public support to their programming plans. In this business things are perhaps starting to get dirty and you shouldn't be too surprised if your near-by ILR station takes on board your best ideas and cancels out your application by saying to the RADIO AUTHORITY: "We are already doing that....where's the 'consumer choice'?"

No, the fact is you should consider 'radio silence' on your plans and draw conclusive evidence of 'local demand' by carrying out research into what 'local demand' is not being already met by other broadcasters. But then you still have the problem of claiming to meet the demands of people not actually demanding it!

COMMUNICATIONS

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

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

!!!!

RADIO ACADEMY EVENTS

30 Whiteladies Rd
Bristol
BS8 2LG

Dear Sirs,

Just a quick note to ask you to make a small alteration to your next issue if you carry the same events in your DIARY DATES.

The RADIO FESTIVAL is actually organised by the RADIO ACADEMY as opposed to sponsored by them. We do in fact receive sponsorship for our events from various radio-related companies, the festival itself has several sponsors.

So, to avoid any future confusion, if it can be arranged for both the festival and the radio journalism conferences to be listed as organised by the RADIO ACADEMY we would be most grateful.

With every good wish

Yours sincerely

GILL EDMONDSON
Asst Administrator
RADIO ACADEMY

POWER!

DOWNTOWN RADIO
Newtownards
Northern Ireland

Dear Howard

The weekly publication of the magazine is an excellent

development and keeps insatiable radio people really up to date. Power to your word processor, Sir!

JOHN ROSBOROUGH
Head of Programming

----- RADIO BOULOGNE ENGLISH SERVICE CLOSED

The English language service of RADIO BOULOGNE LITTORAL (RBL) broadcast its final programme on Monday evening, May 16th.

The shutdown came after the French radio regulatory office instructed the Boulogne station to cease transmitting programming in English which was directed at an audience along the Sussex and Kent coastal region several evenings per week.

The commercially sponsored English language service started in 1982 and had built a sizable audience.

The French radio regulatory service informed RADIO BOULOGNE LITTORAL that their licence did not permit the transmission of programmes in English beamed at the United Kingdom.

The French claimed they had received complaints from the United Kingdom about the station directing a commercial, advertising-supported service beaming into the service area of INVICTA RADIO, the Kent ILR station.

RBL INTERNATIONAL had leased airtime on the French transmitters for broadcasts during evening hours only. Amongst their DJs had been CAROLINE 558 presenter, PAUL GRAHAM.



PHOENIX COMMUNICATIONS

BROADCAST RADIO SERVICES:

We supply a wide range of professional studio and transmission equipment (including signal processors) as well as manufacturing broadcast transmitters and link systems. In addition, we offer custom design and consultancy services.

If you are planning to apply for a 'third tier' licence when they become available, then talk to us first. As well as meeting your equipment needs, we can provide detailed assistance with the various aspects of planning a radio broadcasting operation. Our consultancy service can produce a complete technical appraisal of your plans and even help prepare the necessary documentation for your licence application.

For more information about our specialist services and the range of professional products we can supply please contact us by telephone or letter.

SPECIAL EVENT RADIO:

FM and AM transmission systems are available for hire anywhere in the U.K. Our low power medium wave system has been a great success over the last two years and we have added stereo FM and higher power AM now that these are available within the revised licence conditions. All our Special Event transmitters are fitted with Orban audio processing. We will be pleased to advise on which system will best suit your requirements.

The Home Office require *at least* six weeks notice of an intended broadcast. To avoid the possibility of disappointment due to over booking please contact us well in advance of your proposed transmission dates.

PHOENIX COMMUNICATIONS:

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11, Barclay Oval, Woodford Green, Essex, IG8 0PP, ENGLAND.

Lawrence Hallett and Martin Spencer BSc.

(01) 500-0890 and (01) 506-2318 (ans.)

PLEASE NOTE: It is a criminal offence to install or operate transmitting equipment in the United Kingdom except under, and in accordance with, a licence issued by the Home Office. WE WILL NOT SUPPLY EQUIPMENT TO UNLICENCED 'PIRATE' OPERATORS IN THE U.K.

RADIO GAINS £'s THANKS TO DISCONTENT OF ITV AD RATES

Commercial Radio has seen a massive improvement in its share of national advertising budgets, and the high rates being charged by ITV, have been responsible. More effective selling by the national sales houses has also been credited with helping ILR revenue hikes. In the fourth quarter of 1987 radio's advertising revenue leapt up by an amazing 25.8%. Revenue for commercial local radio rose from £79 million to £99.4 million between 1986 and 1987.

SCOOP FOR NEWSLINK

INDEPENDENT RADIO SALES has signed its second client for the prime-time NEWSLINK package. The client is SCOOP, the national children's newspaper which launches this week. The deal is worth £150,000.

COKE IS HIT

COCA-COLA has signed a European-wide contract which gives it exclusive rights to the EUROCHART HOT 100. The survey, which will now be identified as the COCA-COLA EUROCHART HOT 100. The chart is aired by radio and television stations and published by newspapers and magazines throughout Europe.

BBC TO PROMOTE FM

The BBC is launching a massive advertising campaign to promote "the benefits" of listening to BBC RADIO on FM as opposed to AM. The campaign is being handled through LOWE HOWARD SPINK.

RTE SAYS UK RADIO IS UNDEREXPLOITED

The Chairman of RTE, the Irish state broadcaster, JIM CULLITON says the UK radio market is still grossly under-exploited. He said that UK commercial radio only accounted for one percent of the gross advertising spend, whilst in Ireland the figure was 11%. CULLITON said he believed that RADIO TARA, a joint project between RTE and RADIO LUXEMBOURG, would be highly successful, and that advertisers had already committed themselves in principal to buying airtime on the long-wave station when it launches.

CHATAWAY ADMITS TO CABINET INTERFERING WITH NATIONAL COMMERCIAL RADIO PLANS

CHRIS CHATAWAY has admitted that he was over-ruled by The Cabinet, when as Minister for Posts & Telecommunications, he put together the Sound Broadcasting Bill which led to the introduction of ILR. He wanted to take a national frequency from the BBC and establish a national commercial channel. He said that the Cabinet thought that considerable damage, politically, could have resulted from a public row with the BBC.

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38p per min peak
25p per min standard

LUXEMBOURG DUMP
LANDLINE PLANS
FOR ILR
SUSTAINING
SERVICE

BENNY BROWN and ROSKO are amongst the DJs being hired by RADIO LUXEMBOURG for a new night time service which will be on offer to ILR

stations to take from a date later this year.

LUXEMBOURG claim they will not start the new service until AIRC links a new deal with PPI over needletime payments, whilst at the same time claimign the broadcasts, of 2 or 3 hours per evening, will be free of needletime restrictions.

Further, stations which take the feed will not be charged for it. In fact they will share in the advertising income produced by RADIO LUXEMBOURG's sales team in London. A sliding scale, starting at 15% and up, will be on offer to stations. Initial plans to deliver the service over the IRN mono landlines have now been dropped, and the service will be satellite-delivered in the same manner as RADIO RADIO and RADIO NOVA INTERNATIONAL. As well as BENNY BROWN, who is now living and working from a West German base and ROSKO who records a weekly show in the USA for RADIO LUXEMBOURG, MAURICE VAAS, managing director of RADIO LUXEMBOURG hopes that a contract will shortly be drawn up with a big-name DJ who will front the operation. Some stations which do not want to commit themselves to the 7pm - 6am offering of RADIO RADIO (from VIRGIN BROADCASTING) might find the RTL service more attractive. It will offer 2 or 3 hours and star name presenters and income - sharing from airtime sales.

Most commercial stations will be aware of the success of the RADIO LUXEMBOURG sales operation over the years, too.

VACANCIES

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.

BBC RADIO CORNWALL have a vacancy for a NEWS PRODUCER. To run Liskeard district office. £10,881 - £15,388 plus £1,066 annual allowances. Further details from STEVE HARDY (News Editor) on (0872) 75421. Ref: 9332.

BBC RADIO CUMBRIA require a NEWS PRODUCER to be based at their Cumbria studio centre. £10,881-£15,388 plus £1,066 annual allowances. Further details from FRANK HUGHES on (0228) 31661. Ref: 9329.

BBC RADIO DEVON has an opening for a REPORTER. Based Exeter. £9,357-£11,610 plus £624 annual allowances. Further details from the Acting News Editor, HELEN HUGHES on (0392) 215651 ext 210.

BBC RADIO SHROPSHIRE is looking for above average, experienced JOURNALISTS for its newroom. £8,962-£11,610 plus £624 annual allowance. Further details from BOB CALVER, News Editor, on (0743) 248484. Ref: 9333.

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 voicer - 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.

**NOT THE
NORMAN McLEOD
COMMENT
BIT. . . .**

The efficiency of our dear Post Office has yet again failed, despite Norman McLeod's copy being sent via express mail last night. We waited until the very last moment to roll the "press" on this last page in the hope that a train from Brighton, via St Pancras to Kettering might actually surface. It didn't; so here's my comment to conclude this week's issue of your NOW RADIO!

THE GOLD AM

At 8am on Wednesday June 1st, a brand-new radio station will be launched. Reading through the programme schedule you might think that RADIO SOVEREIGN, the solid gold format commercial, albeit unlicensed, station which I and a superb crew once ran from studios in Twickenham, South West London, was coming back on the air! ROB RANDALL, RON BROWN and NICK SIMMONS all feature on the line-up. All former SOVEREIGN jocks. But this is not the return of that station, but the new GOLD AM which will broadcast 7 days per week on COUNTY SOUND's AM channel. I have to wish 'em well down at The Friary in Guildford, and warn all that the next time we visit Surrey, we'll be dropping in!

The complete schedule is:

WEEKDAYS

6am BOB KINGSLEY
10am DIANA LUKE
2pm ROB RANDALL

SATURDAYS

6am RON BROWN
10am TONY BRANDON
2pm NICK SIMMONS

SUNDAY

6am BOB KINGSLEY
10am TONY BRANDON
2pm ROB RANDALL

The official start of THE GOLD AM will be at 8am on June 1st.

We wish all at COUNTY SOUND the very best of luck. We know the format works. . . . !

As CAROLINE heads towards her 25th birthday, next Easter, we could perhaps look at the suggestion which has just been made by ROGER DAY, Programme Controller of INVICTA RADIO. Roger's career started with SWINGING RADIO ENGLAND. Then he found himself aboard CAROLINE (South) and became one of my all-time favourite breakfast jocks. He believes that, as CAROLINE was the station which "started it all...gave us what we have today" and what we are about to get under de-regulation, it would be a good idea for the Government to acknowledge the fact by allowing CAROLINE to come ashore and be given one of the national commercial radio licences.

Similar situations have happened in the past: In New Zealand (Radio Hauraki) and The Netherlands (Radio Veronics), so could it happen here? It wouldn't do anybody in authority any harm at least to consider the possibility. It would end the expense of 'having to' monitor the activities of the radio ship and probably provide the United Kingdom with a darn good radio station.

I'd like to hear your views on this subject - as quite a few people have been suggesting, lately, that it's about time for something like this to be done. It would be a rather good idea for CAROLINE's 25th birthday, wouldn't it?

NORMAN McLEOD RETURNS NEXT WEEK!

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MECHANICAL DATA

Type page size 195mm x 130mm, half-page 97.5mm x 130mm. Column length 160mm, width 58mm. Number of columns — two. Mono. Colour by arrangement. Spot colour by arrangement. Camera ready artwork required. Inserts £300 per sheet (max A4)

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HEADINGS

Subject to the approval of the publisher, a client and/or his agent may select his own heading under which a SERVICE GUIDE entry appears.

Payment: Strictly payment with order. Note: Minimum number of entries is six issues of Now Radio Magazine.

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