

# Now Radio

Issue No. 60  
June 8, 1988

THE Magazine  
for Today's  
Radio Industry



*PICTURED left to right Robb Eden,  
Chris Cary, Sybil Fennell.*

**NOVA**

# 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

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(0536) 51 44 37

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# Now Radio

THE Magazine  
for Today's  
Radio Industry

## Editorial Comment

Welcome to issue #60 of NOW RADIO. Before we look at the content of this issue, let's tell you that we are making some very special plans for the future of your weekly trade journal, and the coming weeks will show you just how dedicated we are to the long-term interests of our industry.

Take a look to page 7 of this week's issue and you'll find the first of a new series, called Radio NOW, it's a cartoon-view of our industry. Welcome to the crew to cartoonist MIKE COOK!

The BROADCASTING RESEARCH UNIT says that more radio means less quality. More Radio actually means More Choice. Out of a considerable increase in the number of available radio services would come good, very good and, yes, some bad. But what is bad to you or I could be two totally different things. Millions love Radio 1. Millions don't appreciate it. Is that enough reason to take it off the airwaves? We must have more choice. The B.R.U. report, commissioned by the Home Office, doesn't come at a particularly good moment for scores of

prospective new entrants who again are being shunned by Government delays in introducing legislation.

Finally, does the formation of SATELLITE MEDIA SERVICES (see page 8) mean that CAPITAL, PICCADILLY, CITY, METRO, TFM, GLYDE and MIDLAND RADIO indicate we can expect a fourth satellite delivered radio channel next year???

EDITORIAL: (0536) 514437  
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## SOUTHERN SOUND TAKE ON EASTBOURNE & HASTINGS

Whilst many observers felt SOUTHDOWN RADIO LTD would have been a good choice (bringing in a new company to the ILR system) the INDEPENDENT BROADCASTING AUTHORITY has awarded the new Eastbourne/Hastings franchise to the Brighton-based contractor SOUTHERN SOUND.

Three groups had applied for the franchise; SOUTHERN SOUND, COAST-FM (RADIO MERCURY) and the independent SOUTHDOWN RADIO.

The IBA said: "In selecting SOUTHERN SOUND to operate the Eastbourne/Hastings ILR franchise, the Authority Members concluded that this group offered the best prospect of meeting the challenges of the new area. Members were impressed by the commitment and thoroughness of the company's application, which was confirmed at interview; also, the depth of local knowledge displayed and their understanding of the character of the audience they would be serving." The contract will provisionally be offered up to December 1994, when the last of the IBA's existing contracts expires.

## ANOTHER FIRST FOR MFR?

MORAY FIRTH RADIO (MFR) has just created a new type of post for Elgin. The job is unusual because it will combine news, programming and airtime sales. This kind of multi-role job is not uncommon in radio abroad, but it is thought to be a first in the United Kingdom. For some time MFR has been looking at ways of consolidating its coverage of Moray and this appointment underlines the long-term commitment to the area. The post will be filled by 21-year-

old GARY ROBERTSON from Elgin who was working in the Press and Journal office in Elgin but who has been a regular member of the commercial radio station's volunteer arm, RADIO ACTION. He will spend some weeks being trained in Inverness before moving back to Elgin. A priority will be to find suitable studio and office accommodation for Gary and MFR's existing Sales Executive for the area, ANN CHAPMAN.

Managing director THOMAS PRAG said: "We always hoped to get some type of full-time cover for Moray and this is an exciting way of doing it. I think this is likely to be the shape of things to come in UK radio, with smaller stations encouraging people to be flexible and adaptable, something we are already well used to at MORAY FIRTH RADIO"

## SEEING DOUBLE

MARK MATHEWS unwittingly caused MARK MATHEWS some embarrassment recently - much to the amusement of everybody at TFM RADIO, and he probably doesn't even realise it.

TFM jock MARK MATHEWS presents the station's most popular programme between 10am - 1pm each weekday and problems arose when he was spotted in the presenter line-up for RADIO NOVA INTERNATIONAL, prompting his TFM colleagues to start asking questions.

"I couldn't believe my eyes at first, I was very surprised to see my name on their listings", said MARK, "I thought somebody knew something I didn't for once."

Fortunately for TFM's MARK MATHEWS, the mystery was solved by NOW RADIO, after he contacted them with the puzzle. "I was really amazed to learn about my namesake who's working for RADIO NOVA, now I'll have to make sure I stay ahead." he said.

So, MARK MATHEWS is a name MARK MATHEWS will be looking out for in the future because now he knows he is not seeing double!

## LATHAM TO MANAGE RADIO KENT

JIM LATHAM, who has been Programme Organiser at BBC RADIO BEDFORDSHIRE since its launch 3 years ago, is moving to become Manager of BBC RADIO KENT.

LATHAM spent a spell with RADIO KENT last year expects to take up the new position during the summer.

"I'm thrilled to be going to what is currently the busiest corner of England," he said at RADIO BEDFORDSHIRE's Luton studio centre. "Kent faces enormous change - and challenge - in the coming few years. One of RADIO KENT's major tasks will be to reflect that change."

Prior to going to Luton, JIM LATHAM was for some years News Editor of RADIO HUMBERSIDE. He also did spells with the Radio Newsroom and RADIO 4 programme TODAY in London. He began his BBC career in Middlesbrough with BBC RADIO TEESIDE (now RADIO CLEVELAND) in 1970, having previously worked on daily and weekly newspapers in Yorkshire and London.

## ROBINSON to PR POST

MIKE ROBINSON has taken up the post of Manager, Press and Public Relations for the BBC South and East Region.

For the past 5 years he has been Programme Organiser and Deputy Manager of BBC RADIO CAMBRIDGESHIRE. His career began at RADIO DERBY where he was a news and sports Producer. He was appointed News Editor of RADIO NORTHAMPTON at the time of the station's launch in 1982.

Previously he worked in the Midlands as a freelance radio, tv and newspaper journalist after training on the SHEFFIELD STAR newspaper - a publication in the SHEFFIELD NEWSPAPERS group of titles.

## HUGHES AT PEBBLE MILL

GRAHAM HUGHES has joined the Pebble Mill Press and Publicity unit on attachment until September.

During the summer months he will be involved in the various shows around the Midland region.

He was previously relief presenter and producer on RADIO SHROPSHIRE where he was also producer of the sports programme "Shropshire United".

## SHROPSHIRE MOVES

BBC RADIO SHROPSHIRE breakfast show presenter SHEILA McCLENNON has joined the WOGAN production team on a 6-month attachment.

## RADIO LEEDS PREPARES CELEBRATIONS

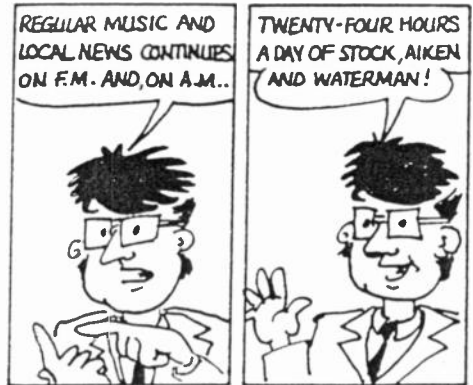
On Friday, 24th June, BBC RADIO LEEDS will celebrate 20 years of local broadcasting. From its early limited coverage of Leeds and district, the station has expanded to provide a full service of news, information and entertainment across West Yorkshire.

A special supplement will appear in the YORKSHIRE POST on Monday 20th June which will also mark the launch of the station's "Wheels across West Yorkshire" minibus appeal in partnership with the Spastics Society.

## WIN A SHOW!

In a perhaps unprecedented move in national radio, Glasgow-based RADIO SCOTLAND is offering a six-month contract to present the weekly RADIO SCOTLAND TOP 40 as a prize.

The comp is being run with the SCOTTISH DAILY RECORD and is aimed at finding new radio talent. All that is required to enter is a demo-tape showing creative talent and a knowledge of music - and, of course, a Scottish accent!



Radio NOW  
 every week  
 in  
 NOW RADIO

## NOT MUCH HOPE OFFERED TO PROSPECTIVE BROADCASTERS

Despite claims that the IBA may be asked to oversee a new experiment in community radio reported elsewhere towards the end of last week, there appears to be little hope for the scores of prospective new entrants at press time this week.

The HOME OFFICE appears to be saying it will consider any proposals put forward to it "but without any commitment".

The Home Department recently 'leaked' the fact that due to pressure from other legislation, it appeared unlikely that time would be available in the Autumn to introduce a Radio Bill - and that such legislation would need to be incorporated in to a radio and television Bill in the Autumn of 1989.

"Unwanted, unproductive and unnecessary" is how the ASSOCIATION FOR BROADCASTING DEVELOPMENT viewed the last in a line of 'false starts' for the re-organisation of sound radio in this country. It said the latest reports of a delay in radio legislation has created "a sense of outrage and great anxiety" amongst its membership.

"What the ABD is now doing, is seeking to impress upon Ministers that the magnitude of this problem is greater than perhaps they might have first thought," said PAUL BOON, ABD's Chairman.

"The issues presented are purely political, the Home Office assures us that they are right up to date; as we understand it, its just a question of convincing MRS THATCHER and her Ministers to reassess their orders of legislative priority," he continued.

The ABD says that the question that other Home Office departments are suddenly claiming parliamentary time

for, a new Prevention of terrorism Bill and for Official Secrets reform at the expense of a Radio Bill is unjust. They say that these two issues were public knowledge at the beginning of the year and it was in February when TIM RENTON, Minister of State, confirmed the November 1988 date for radio's Bill.

The Association is in communication with the Home Secretary, DOUGLAS HURD, and hopes to set up a meeting as soon as possible. It fears that there is a prospect that there may never be radio reform under this Government and if the TV Bill was running short of time Ministers might then choose to jettison the radio element.

"The Government's record on honouring its commitments in radio can be found wanting; a series of hiccups can be cited which have led to the uniform failure to achieve any kind of tangible development in the radio industry," says ABD.

## SAT LINK FOR ILR

A new company SATELLITE MEDIA SERVICES has been established, with NIGEL WALMSLEY, managing director of CAPITAL RADIO as its Chairman. CAPITAL has 26.3% of the shares. PICCADILLY, RADIO CLYDE and MIDLAND RADIO all have 17.1%. RADIO CITY has 11.8% and METRO/TFM has 5.3%.

SMS will distribute THE NETWORK CHART show each week via INTELSAT V. The programme will be in stereo for the first time on all commercial stations as a result.

The service will also allow for the distribution of commercials and other specialist programming and material to any of the ILR stations which are all equipped with satellite dishes and receiving equipment.

Managing Director of SMS is JOHN ROSS-BARNARD. He started his career in the UK with RADIO 390, later working for the BBC and COVENTRY CABLE TV and more recently HENLEY COLLEGE, Coventry.



## OYSTON & MORLEY LINK IN DEAL

ERIC MORLEY is the latest businessman to join the ranks looking at the future of a de-regulated radio industry.

OWEN OYSTON, chief executive of the RED ROSE RADIO operation has inked a deal which merges the RED ROSE RADIO group with MISS WORLD group.

It creates a company valued at around £20 million and provides OYSTON with the requirements for entry into the Stock Exchange.

ERIC MORLEY becomes Chairman of the newly arranged company, with OYSTON as Chief Executive. OYSTON will retain a 30% stake in the operation.

As RED ROSE, owners of commercial stations in Preston, Cardiff and Leeds, await official approval from the IBA, OYSTON is pushing ahead with his plans for a new station based in Blackpool, and his venture to launch a national commercial channel.

## PICCADILLY PROFITS

PICCADILLY RADIO reports first half profits to March 31st have more than doubled to £537,300.

## NO COOLING-OFF FOR IRISH PIRATES

The Irish Minister for Communications, RAY BURKE, has informed the operators of unlicensed commercial and community radio stations that they will have to switch off their transmitters "very shortly" and will not be allowed to continue their operations until new legislation is passed.

The plan had been to call stations to switch-off about a fortnight before the first legal commercial and community stations were due to begin broadcasting. The Minister has now told the pirates they were

living on borrowed time.

The Minister has also introduced a Bill for a new commission to oversee the new stream of stations, thus meeting opposition demands for a body such as the IBA in the UK.

The Government of the Republic says there will be two large commercial stations in Dublin, and one each for Cork and each County. Towns with populations of more than around 1,500 will be allowed FM stations.

The news that stations will have to close down at "any moment" was greeted with angry responses from commercial radio bosses. They pointed out hundreds of people would be put out of work if RAY BURKE did close down the stations.

## LONDON MUSIC

Operators of black music (unlicensed) stations in London are awaiting the change in BBC RADIO LONDON's music policy, due Mid-June, when the station abandons its black/soul format to introduce more so-called 'mainstream' popular titles.

One station told NOW RADIO: "It'll be interesting for us to see how many more listeners begin to tune our way now that the BBC drops what has been a very popular format for that station."

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L O O S E

E N D S

LONDON: Word has it the number of raids on unlicensed stations in London has decreased since the announcement that radio legislation is to be delayed.....

PIRATES: Do not expect unlicensed/prospective new entrants to go on the air overnight, despite claims, as any operations considering going on without licences will be doing it (in the main) by the book. Allow a good few months. Who will be the first to do a Radio Nova in the UK?!.....

BUSY: ROBB EDEN shooting around the country signing contracts with LLR stations who are to take NOVA's overnight service.....

JINGLES: STEVE ENGLAND produced jingles for the JONATHAN ROSS tv show last week which was a mickey-take of radio. Could this be the shape of things to come?.....

SOUNDALIKE: Can you tell the difference between the new boys on RADIO 1?!.....

MYSTERY: What was the NOW RADIO editor doing in Spain last week?!.....

COMMUNICATOR: For the record, the former LASER ship remains on mudbanks at Mystely. But, watch this space.....

+++++  
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H i l d r e t h

*"... provided stations are small enough, and particular techniques of aerial design and siting are employed, there will be enough frequencies for any neighbourhood which wants a station to have one..."*

In addition, Norman McLeod and Tim Foulsham saw scope for the two types of 'community' radio services to work with each other:

*"... it would be possible for neighbourhood stations to transmit any of the "community of interest" services while they are not transmitting locally-produced material... they might receive technical and financial help from the community of interest network... there is no reason why neighbourhood stations should not from time to time contribute programmes for broadcast on a network..."*

The WW report has only been available for a few weeks at the time of writing, and there has yet to be any formal reaction to it.

#### CONCLUSIONS

A summary of the specific proposals for new radio services in London is shown in the table below:

PROPOSED BY	No. SERVICES	ERP/Ch	No. FREQUENCIES	SERVICE COVERS
W Workshop	3	250 W	Six (MF)	City-wide
Fred Wise (a)	12	10 W	Six (VHF lo band)	3-4 km radius
	1	150 W	One (VHF lo band)	City sector
Fred Wise (b)	14	10 W	Six (VHF lo band)	3-4 km radius
W Workshop	160	2 W	Seven (VHF lo band)	2 km radius
Fred Wise (c)	4	150 W	Four (VHF hi band)	City Sector
	6	10 W	Six (VHF hi band)	3-4 km radius

The Fred Wise (c) proposals also include the possibility of one city-wide station above 97.6 MHz. It is important to note that of these proposals only those for the VHF lo band (below 97.6 MHz) are mutually exclusive.

Wise's proposals date from 1979, and since his report was published the band from 102.1 to 104.6 MHz has become clear for broadcasting. However, the non-broadcast services have claimed a 500 kHz guard-band at each edge of this sub-band, to protect their services from interference from broadcasters. Were this to be conceded on a national basis regardless of actual occupancy (and we see no reason why it should be), then the free spectrum segment would be reduced in practice to 102.6 to 104.1 MHz.

The only BBC and IBA claims relevant to London in this part of the spectrum come not from services within the GLC area, but from proposed local radio stations around the periphery of London, notably BBC stations at Guildford and Slough/Reading, and IBA transmissions from Hertford/Harlow, Maidstone/Medway, Oxford/Banbury and Reigate/Crawley. Some of these stations may be seeking temporary assignments in this part of the spectrum, but it appears that frequencies are chosen only a few weeks before the stations are due to come on the air, and we have been unable to compile precise information about likely use of this sub-band.

Any frequency allocations above 100 MHz will be on an interim basis, and are likely to change in 1986, when the recommendations of a regional band-planning conference to be held in 1984 will be implemented. By 1986, we are told, the non-broadcast services between 97.6 and 102.1 MHz will start to disappear - a process which will be completed by 1990 at the latest. And finally, the spectrum between 104 and 108 MHz is expected to be clear for more broadcasting by 1995.

In the short term, frequency assignments for 'neighbourhood' stations or any low-power services would appear to present few problems of availability. On the other hand, 'community of interest' services occupying the VHF band above 97.6 MHz will be restricted in number (and possibly power) in the short term as a result of the requirements of the BBC, the IBA, and some foreign broadcasting organisations.

Nevertheless, it appears likely that in the band 102.6 to 104.1 MHz there should be at least one frequency suitable for London-wide coverage. In the longer term, the conclusions of the 1984 ITU regional band-planning conference will have a profound effect on the development of broadcasting in the VHF band, and we feel it is essential that community radio interests are represented in any UK submissions.

In general, although there is a very large number of permutations of frequency use which can be argued for, a few basic facts of engineering have to be borne in mind. One is that the more power is used, the fewer stations can be accommodated. Another is that in any one part of the spectrum, higher-power stations must be planned before lower-power ones. In the case of the medium-wave (MF) band and the lower part of the VHF band (88 - 97.6 MHz)

the higher power stations are already planned and in operation, and therefore these parts of the spectrum are most suited to additional low-power services.

In the upper part of the band (above 97.6 MHz, and more particularly in the short term between 102.1 and 104.6 MHz) all options are open, and the opportunity to include new community radio services in long-term plans for the development of broadcasting in this band exists at the conference next year. But before community radio interests can be said to represent much more than the pet theories of a few enthusiasts, a great deal of work needs to be done. We agree with this general conclusion of the Home Office Local Radio Working Party:

*"... it is probable that the extent of public support for community radio, or for different kinds of it, could only be established in the light of further experience not limited to cable..."*

This experience can best be gained from a diversity of technical and programming experiments representing both 'neighbourhood' and 'community of interest' aspirations.

Norman McLeod                      Steve Blair  
21 February 1983

*\* In April 1983, the Community Radio Association was formed;*

*\* In August 1984, the first Special Event Radio station was licensed;*

*\* In December 1985, 266 groups apply for 21 experimental CR licences;*

*\* In June 1986, they were all told to forget it!*

*\* In February 1987 came the Green Paper...*

**WATCH THIS SPACE!**

## DIARY DATES

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

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 ONW.

## THE TURNING POINT

ARCHIVE MATERIAL

*Last week, we reprinted the first half of a document written in February 1983 by two community radio enthusiasts.*

*The Government, the BBC and the IBA were trying to hold back the development of new services, through the Home Office Local Radio Working Party, of which they were the only members.*

*Ex-IBA Fred Wise dealt effectively with some of their false arguments, and in January 1983, the Wireless Workshop report "New Radio Services in London" further helped to demolish the myth that no frequencies were available for the sort of broadcasting many people wanted to provide.*

*Our reprint restarts at the point where the Wireless Workshop report is analysed.*

### "NEW RADIO SERVICES IN LONDON" by Wireless Workshop (Jan 83)

This report was commissioned by the GLC in December 1982 in order to provide more information on frequency availability in London. Wireless Workshop took as their brief a requirement both for small-scale neighbourhood stations, and for city-wide "community-of-interest" services, since these did appear to be reasonably clear strands of opinion about what was required of new services.

The WW report dealt with only two segments of radio spectrum available for broadcasting - the MF (medium-wave) band, and the lower part of

VHF band 11 (88 - 97.6 MHz). Although part of the upper section of Band 11 is now free for broadcasting, the Wireless Workshop report avoided making any specific comments about the future, owing to the lack of information about other competing requirements for this spectrum, referring readers back to the 1979 Wise report in this context.

Seven selected frequencies between 88.4 and 96.6 MHz were recommended for a lattice system enabling a large number of quite small neighbourhood stations to be established within the sub-band already used for BBC and IBA services. These small stations would not impose constraints on larger stations, as explained by Wise (q.v.):

*"The practical reality is that, in accordance with established practice, the larger stations would be planned first and the very small stations fitted in later. In this way the very small stations would not impose constraints on the larger stations."*

In addition, three London-wide medium-wave services were proposed, each using two frequencies and a synchronous network of up to ten low-power MF transmitters. It was shown that for a given amount of power on any one frequency, a wider coverage could be achieved using a number of low-power transmitters instead of one large one. It was suggested that the cost of this exercise would be much less than that incurred in the construction of high-power stations such as the IBA transmitter on the outskirts of the city.

The Wireless Workshop proposals differ from Wise's in that the stations envisaged on VHF were much smaller - only 2km service radius instead of 3 or 4km - but a vastly greater number of them were considered to be possible - up to 160 instead of a dozen or so:

R O S E ' S  
R A M B L I N G S

The Broadcasting Research Unit does not surprise us with its report claiming that "there appears to be no demand for community radio". After all, there was no demand for all-day popular music until Easter 1964. Then we discovered around thirty million people tuning each week to the likes of CAROLINE and the BIG L and their diet of non-stop pop. Nobody in this industry should be astounded by the findings of this report.

The BRU also claims that 'people' are concerned that more choice in listening will result in a lowering of standards. We've heard this one before. Like the argument from the press prior to commercial radio - where they claimed independent radio would result in a decline in press advertising - we should simply ignore it. Unless, that is, the Home Office want to use this as another reason to delay the introduction of more radio.

Like Mrs Jocelyn Hay of the Voice of the Listener, who thinks more choice in listening will result in the decline and fall of the British Empire AND The Archers, we should simply file this report on the shelf for a cold winter's night when we want to have a chuckle at some of the rubbish written on the subject of radio broadcasting.

Will there be a sudden upsurge in activity in the pirate sector? We have our finger pretty much on the pulse of things at the moment, and have the opinion that if and when there is, it will be involving a kind of station the like of which has not been seen, or heard, in this country before. Doing everything possible by the book means taking time. When everything possible has been done to make such operations legal, I think we will see at least some new stations taking to the airwaves. They won't want to be called Pirate stations - just radio stations that cannot get licences, no matter what they do and how ever long they want. For some the waiting has gone on too long.

Congratulations again to Radio Nova for reaching a needletime deal which costs them only 6% of their advertising income for unlimited needletime. Pity AIRC couldn't have reached such a deal a long, long time back.

Rob Chapman did a good job 'holding the fort' last week here at the NOW RADIO office. We thank him for all his efforts and hope that next time he'll be able to lend a hand in this place which gets very crazy at some times. Remember, you can ensure we remain crazy by calling if you feel there's something we have missed, something you would like to see in NOW RADIO, a bit of gossip you would like to share or an opinion you would like in print.

HGLR

RADIO  
NOSTALGIA

CHRIS ANDREW  
For NOW RADIO

Honestly, after the self-congratulatory pat-on-the-back last Wednesday (June 1st) you would have thought that COUNTY SOUND had re-invented radio! I refer, of course, to the launch of the gold service on the Guildford-based station's AM frequency. From the moment CLIFF RICHARD inaugurated the the oldies channel at 7.45am we were constantly being reminded (even in the news bulletins!) that history was being made and this was 'COUNTY SOUND GOLD...BRITAIN'S FIRST SOLID GOLD OLDIES STATION', and that's what ruffled my feathers. Wrong! RADIO SOVEREIGN was the first, a point that MD MIKE POWELL would do well to remember seeing he's employing two of the best ex-SOVEREIGN jocks, RON BROWN and ROB RANDALL, and is using the very same PAMS jingles first recycled by SOVEREIGN in 1983. If only COUNTY SOUND's boast had included the words 'legal' somewhere, then I would have been happy and it would have been a fitting tribute to the pioneering efforts of JOHN KENNING, HOWARD ROSE and the rest of the SOVEREIGN crew five years ago.

But, enough of the criticism, and on with the review. The above comments apart, I must admit I thoroughly enjoyed the first few days programming from COUNTY SOUND GOLD and my radio will be glued to the 1476 spot until ROGER DAY, or somebody, opens an oldies station nearer to where I live in Kent! Through the static it was even possible, at times, to forget that the GOLD AM was part of the ILR system, if you know what I mean. The music was a pleasant mix from the fifties, sixties and seventies

(nothing beyond about '76) and, on the first morning, included 98.6 by Keith, Up Up and Away by the Fifth Dimension, Rag Doll (Four Seasons), Born too Late (Ponytails), My Prayer - The Platters and Nathan Jones by The Supremes. All good stuff, presented in a less phrenetic style that RADIO SOVEREIGN, by the aforementioned RON and ROB and a Canadian lady by the name of DIANA LUKE. It is great to hear ROB RANDALL again, some old cosy style, such a refreshing change from the average ILR 'clone'. At weekends there is a treat for old offshore buffs with the very welcome return of TONY BRANDON. The *Birdbrain* has always been one of my favourite's and he sits comfortably amongst the friendly, relaxed style of the station. The real icing on the cake, though, at COUNTY SOUND GOLD, for me anyway, are the PAMS jingles. The old BIG L 'Smooth Sailing' jingle is just beautiful in its new form, as is 'News Around the Clock' and, yes, you've guessed it, 'Big Lil', which opens and closes the service each day. Several ALFASOUND jingles, recorded in the 60's style complete the selection, and I gather from a PAMS spokesman that this was very much a collaboration between the two jingle giants, produced in Dallas by ALFASOUND's STEVE ENGLAND and PAMS' BRIAN BECK. Nice touch.

Yes, I like COUNTY SOUND GOLD and I wish it well. MIKE POWELL has taken a brave step and for that alone he is to be applauded. It just shows that a little flair and imagination can make all the difference to an otherwise dreary commercial radio network. I would certainly advise other ILR stations currently planning oldies channels to look closely at the COUNTY SOUND approach. Radio nostalgia is certainly here to stay!

*GOT AN OPINION? TELL THE INDUSTRY WHAT YOU THINK...IN NOW RADIO!!!*



## CAROLINE OLDIES SHOW A TEST SHOT

CAROLINE 558 has started an evening slot for flashbacks. The programme, NORTH SEA GOLD, runs between 8-9pm and features mainly sixties oldies, together with classic CAROLINE Jingles.

## NEW AT40 HOST NAMED

Former radio personality and programme director, and currently ending his second season as an announcer and cast member on the popular tv show HOLLYWOOD SQUARES, SHADOE STEVENS, has been signed-up as the new host of AMERICAN TOP 40. He replaces CASEY KASEM, who signed a 5-year contract with WESTWOOD ONE in January, having hosted the programme since it started in 1970. The ABC RADIO NETWORK say that SHADOE STEVENS has inked a contract for seven years, and it is believed to be worth around \$7 - 9 million. ABC auditioned no less than 1,004 people to replace KASEM. He is due to start a new weekly countdown for WESTWOOD in January. Prior to his current tv work, STEVENS had been involved in radio in the late sixties and throughout the 70's. His radio work included stints as air personality and programme director for KRLA (AM), KROQ (FM) and KMET (FM) in Los Angeles.

## POSTING

COLIN WIGHT has been appointed senior producer at BBC RADIO TWEED. He has been with the station, since last August, as Acting senior producer.

*When YOU HAVE NEWS AND INFORMATION - LET THE INDUSTRY KNOW THE FACTS - CALL THE NOW RADIO OFFICE ON (0536) 514437*

## NEW EUROPEAN CONTROLLER

ANDREW TAUSSIG, present head of BBC EXTERNAL SERVICES Central European Service, will take over as Controller European Services on August 1st, in succession to PETER UDELL, who has been appointed Controller, Overseas Services.

## DIRECTOR OF FINANCE

IAN PHILLIPS is to be the BBC's next Director of Finance, succeeding FRANK FITZPATRICK, who has left the Corporation to join GUINNESS. He joins from BRITISH RAILWAYS BOARD on July 4th.

## DERBY GIFT

A custom-built first aid unit has been presented to Derbyshire's ST JOHN AMBULANCE BRIGADE with proceeds from the 5th RADIO DERBY 'Money Mountain' appeal.

The two-day charity auction raised £37,500 - enough for both the unit and towing vehicle, which were presented to the PRINCESS ROYAL, Commandant in Chief of the Order, by Station Manager BRYAN HARRIS.

## S&W HEAD

DEREK WOODCOCK, formerly head of local radio, South and West, is taking on the new post of Head of Radio (South & West) under a change of radio management in the region.

## ACTION CALLS

More than 2,500 young people rang RADIO 1's Action Special helpline every day for a week recently to get counselling and information on jobs, job hunting and unemployment benefits.

More than 70 organisations helped with manning the phones.

## TECHNICAL PROBLEMS CAUSING HEADACHES FOR NEW DUTCH OFFSHORE OPERATION

The new Dutch-language radio service from the CAROLINE ship ROSS REVENGE has hit upon a major technical problem.

The carbon fibre antenna mast, bought from Canada, has caught fire and is seriously damaged. The system, which was only designed for an output of 5kW, has left CAROLINE Chief Engineer PETER CHICAGO wondering what to do next.

The Canadian manufacturer has been contacted for advice.

Under consideration also is whether to attempt to build a new aerial system aboard the radioship to carry the new service.

The Dutch service - a replacement for RADIO MONIQUE - which closed last November - was planning to launch back in February.

It carried out some test transmissions using the damaged system, but only very low power was possible. The signal into Holland and Belgium, the target, was very, very poor.

A spokesman for the organisation said that it was "un-sellable" in the prime market and some kind of technical solution to the on-going problem was urgently being sought.

## RADIO SPEND INCREASES

According to just released statistics, commercial radio showed by far the biggest increase in the overall share of the money spent in 1987 on advertising.

Radio received 1.9% of the total ad-spend, amounting to £111 millions in 1987. In 1986 radio took 1.8% and £91 millions.

The increase amounted to a 17.2% increase shared amongst more than 40 local commercial stations.

## INVICTA FINANCIAL REPORT

INVICTA RADIO made a loss of £81,000 on a turnover of £2.01 million in the financial year to September 30, 1987. This includes interest charges and extraordinary items.

The loss accumulated now stands at £700,000 - but in a statement to shareholders Chairman RICHARD STURT said the company is now confident about its future following recent cost-cutting moves and management reorganisation.

The station is now believed to be operating in the black and preparing to receive up-dated approaches from potential buyers of the operation.

Those in the running include DAVID MAKER's GOLDEN ROSE BROADCASTING, RADIO MERCURY of Crawley, GWR RADIO GROUP and Hampshire's OCEAN SOUND.

## SATURDAY MEET FOR STUDENT BROADCASTERS

This Saturday (June 11) the NATIONAL ASSOCIATION OF STUDENT BROADCASTERS (NASB) hold their annual meeting.

It will be at the University of Sussex, Falmer, near Brighton.

Being demonstrated on RADIO FALMER will be the new leaky-feeder FM transmission system developed by WIRELESS WORKSHOP of Brighton. The transmitter will be provided by PHEONIX COMMUNICATIONS, as will the audio processing system.

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## 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 7SL.  
(01) 582 7972

**ASSOCIATION FOR BROADCASTING  
DEVELOPMENT.**  
79 Coting 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  
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## VACANCIES

*Advertising your vacancies in NOW RADIO's Openings section brings results. For details please write for 'phone NOW RADIO.*

a PROGRAMME ORGANISER is required by BBC RADIO LONDON. Further information from MATHEW BANNISTER, Managing Editor. Salary £16,718-£21,305 plus allowances. Ref: 9451.

BBC RADIO LEICESTER has a vacancy for a PRESENTER for their breakfast show. Salary £10,881-£15,388 plus allowances. Ref: 9413. Further details from JEREMY ROBINSON on (0533) 27113.

BBC GLOUCESTERSHIRE has an opening for a PRESENTER. You will need personality and ability to handle not only music but also wide variety of speech material. Salary £10,881-£15,388 plus allowances. Further details from DAVID SOLOMONS on (0452) 308585. Ref: 9474.

The BBC have a vacancy for a LOCAL RADIO NEWS STUDIO ASSISTANT to work at Broadcasting House in London. Salary £7891-£9371 plus shift allowance at 10% rate. Ref: 9441. The Assistant plays a key role on the General News Service desk helping supply national and international news to the BBC's local radio stations and national regions. Duties include operating a studio sending out and receiving news material, editing audio tapes to instructions from editorial staff, work on newdesk answering telephones and booking lines. Experience in studio techniques including tape editing; ability to work under pressure are essential. Local Radio experience and strong interest in news and current affairs desirable. Further details from GNS Audio Chief Sub and application forms from Corporate Recruitment

Services, 5 Portland Place, London, W1A 1AA.

BBC WALES has an opening for a RADIO PRODUCTION MANAGER. Experienced, energetic and creative. Responsible for the whole of the station's output, which is currently mainly in Welsh on RADIO CYMRU. Based Swansea. £14,108 - £18,309 plus allowances. Ref: 9383.

BBC ESSEX (RADIO) has an opening for a PRODUCER. Based Colchester. £10,881-£15,388 plus allowances. Details from RICHARD LUCAS (0245) 262393. Ref: 9396.

BBC RADIO TWEED require a PRODUCER/PRESENTER. General range of production and presentation duties. Journalistic and broadcasting experience required. Further details from COLIN WIGHT (0750) 21884. Ref: 9361.

RADIO SOLENT has a vacancy for a REPORTER. £9,357-£11,610 plus allowances. Based Southampton. Ref: 9371. Details ALLAN LITTLE (0703) 631311.

BBC RADIO SOLENT also require a GENERAL PRODUCER. £10,881-£15,388. Ref: 9377. Details from Programme Organiser, MICHAEL HAPGOOD at RADIO SOLENT.

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.



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## **BROADCAST JOURNALISTS**

to work on a freelance basis for LBC's major programmes. If you are a lively and imaginative broadcaster with production or reporting experience who is attracted to Europe's largest news station then write to Robin Malcolm at the above address.

## TO FORMAT OR NOT TO FORMAT

NOTES BY NORMAN McLEOD

I have been interested to follow the discussion taking place between university radio stations on the merits, or otherwise, of 'formatting'.

As a 'graduate' of university radio myself (Norman McLeod, University of Sussex, reading 'Practical Wireless'), and having had a long-standing association with the students over the years, I'm glad that this question is opening up in the form of reasoned and rational debate.

I have recently completed a glossary of definitions of various words for a book to be published soon, and this is how I defined the word 'format'.

*"FORMAT: A strict and regular pattern to the broadcast output, usually illustrated by a 'clock' or 'wheel' divided into slices like a grapefruit. News, record from 'A' list, record from 'B' list, chat, ad. break, promo, Top 40 record, more chat, weather, etc.*

*There are many different types of 'format' in operation, but they all share the same principle of strict control of the content and pattern of the programme. 'Stick to the wheel or else'" is a common message from Managing Directors to DJ's tempted to be too wayward and original.*

*An inflexible format can deal creativity a deadly blow, but on the other hand a complete lack of discipline in station output can lead to on-air gaffes and a somewhat self-indulgent sense of priorities."*

That was my best attempt to give a fair and impartial definition of the word, though no doubt others might see it differently.

## THE STUDENT FORMAT

The arguments about formatting in the student radio context are not the same as the arguments in the commercial context. First of all, we have to sort out what student radio is FOR. In other words, what are its reasons for being there?

In the post-hippie, post-punk, new realism days of student attitudes, it is hardly surprising that one strand of opinion sees student radio as a training ground for ILR or other employment. Some stations go so far as to model their management roles on ILR stations, and adopt - unquestioningly - all the values and philosophies of commercial radio. Their job is to provide a 'marketable product', and everything else has to be shaped to the mould.

At the other extreme, there is still an attitude which says - stuff all this. It's mindless, it's mechanical, it's spiritually unrewarding. This is the only opportunity we will have in our lives to use the medium of radio for experiment, innovation or even just self-indulgence.

No other radio station would allow us the degree of freedom we have here, and not one of us is any better qualified than anyone else to decide what records are played in what order. So let's enjoy ourselves while we can: only a small minority of us want to work in professional radio anyway, so why should be cramp our style for the careerists' benefit? If people want to listen to commercial radio they can do that anyway: even if we get fewer listeners by doing our own thing instead of mimicking commercial radio, at least those who have chosen us are getting something different.

This one will run and run....

--- © N McLeod 1988 ---

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