

FOUR NEW STATIONS LAUNCHED

Four new local commercial stations take to the air this month in an unprecedented burst of radio start-up activity.

In Shropshire, **Lutlow** ex-pirate **SHROPSHIRE 855** becomes legal on 18 Oct after an eleven-year campaign for a licence that was one of its main targets in Parliamentary debates. The station promises its 25-45 year old audience "The South Midlands' best music", comprising 60% current hits and 40% 50s/60s oldies. There are no specialist shows at launch, but a nightly dance show is planned, and a hard-disk computer system provides overnight continuous music. Station founder **Andrew Spence** is **MD**; **PD** **Tony Paul** (ex-Berks); **NEWS** presents breakfast; and there are six full-time staff.

Queensley's **DELAWE** **FM** [106.7] launched 15 Oct with a eclectic music format aimed at 20+ year olds with the slogan "Sounds Good To Me". **MD/PS** **Sarah Stewart** (ex-Corolla); **PD**, **Orwell** presents breakfast, head of **Music** **Paul Hodder** is on mornings, and **John Tyler** (ex-Corolla, Contact

94) does drivetime. There are seven full-time staff; specialist shows for **Goose**, classic rock, rock's roll, folk/blues; and **Kenny Peretti's** **Captain Kross** comedy is stripped at breakfast. Ex-tenor/singer **DJ Mark Bradley** assisted with the launch, and the station's projected weekly reach is 60%.

Jersey's **CHANNEL 103 FM**, backed entirely by local investors and calling itself "The Best Sound In Jersey", opens 25 Oct with eleven full-time staff. **MD/PS** **Richard Johnson** (ex-BBC Jersey) presents breakfasts, head of **Music** **John Griffith** (ex-Viking, Pulse) is on mornings, and **Mark Howells** (ex-BBC Jersey) does evenings. The music is post-1960 classic gold, combined with 10-15% current hits, aimed at 15-25 year olds listening to the **FM** and **Radio Jersey**. No specialist shows feature at launch, and **Chilliers's** **Superhit** is relayed overnight. A strong local news service is provided by three reporters; targeted weekly reach is 40%; and promotion is assisted by four brightly coloured branded **Summi** jeeps bought with cash.

LUTHER **FM** [96.2], describing itself as "The Brightest Sound Of North Devon", launches 19 Oct with twelve full-time staff. Targeting 25-45 year olds, it plays female album tracks, two or three current hits per hour, and "hitmaker" tracks in a slot described as "60% new, 40% risk". Presenters choose tracks within playlist categories and have some free choices. Specialist shows include country, rock, **Goose**, classical (**Sunday** breakfast), a 15 album review show, and a nightly comedy programme produced by **voiceless**. **MD/PS** **John Brooks** (ex-County Radio, Devon); presents evenings, head of **Production** **Rita Baker** (ex-Chilliers, Devon); does breakfasts, **Sarah Corwell** (ex-1000) is afternoon, **Gordon Somerville** (ex-Soundcity) **Orwell**, **Keith Oliver** (ex-Beverly) evenings, and a **CD** **30-hour** overnight. 60% weekly reach is targeted; the station's main competitor in the area is **Radio 252**; and 80% of capital is locally owned, such of it by station staff.

TALKING TECHNICAL

More than 120 delegates are expected to attend this year's **Radio Industry** **Technical** conference to discuss issues in the radio technology industry. The all-day event is held at **Kingsleigh's** **Porte Crest Hotel** on 21 Oct and chaired by **Alan Shute**, General Manager of **BBC Radio Operations & Engineering**.

In one of the conference's six sessions, entitled **Radio People FM**, a panel including **Radio Authority** **Development Officer** **Ben Williams**

addresses the issue of ensuring that a new radio station hits the airwaves on target. And another session, led by **BB's** **Geoffrey Howard** and **BB's** **Veronica Percival**, examines how **Classic FM** achieved this feat in record time.

A history of computers in radio and their installation at **Corwall's** **Pirets FM**, presented by station **MD** **Richard Lawley**, is also on the agenda, along with an explanation of **ISDN** technology by **BBC News** and **British Telecom**.

TechCon provides the 17th **Sound Broadcasting Equipment Show**, at the same venue on 22 Oct, exhibiting stands from more than seventy companies, including all major radio equipment manufacturers and engineering consultants such as **Proton Communications** and **SBS**.

Information: 071-323-3637 (**TechCon**), 0491-3675 (**SBS**).

RADIO CONTACTS

- HARROW RADIO**, 29 Fir Park, Harlow, Essex DG9 4JY. Tel: 0275-816996 Alan Hall or 0202-33371 Philip Nicton. (voice of **Mersey** 128 license).
- CADISVALE RADIO LTD.** [CAPP], Broadcasting Centre, Dorchester, Dorset DT1 3WT. Tel: 0208-25361 **Bonnie Cowley** or 0208-22261 **Ben Wilson**. (voice of **Carlisle** 128 license).
- DORESET RADIO GROUP** [Hardy FM], Friar Walks Parsonage, Friar Walks, Dorset DT5 6BP. Tel: 0205-815496 Bill Ludlow or 0205-873416 **Tony Biles**. (applicant for **Dorset** 128 license).
- BRISTOL RADIO**, Whitcombe House, Whitcombe, Dorchester, Dorset DT2 8HT. Tel: 0205-251796 Peter Bolton or 0825-138448 David Lupton. (applicant for **Dorset** 128 license).
- BRISTOL RADIO**, 1 Prince of Wales Road, Heywood, Dorset DT4 0HT. Tel: 0205-771175 Michael Law or 0205-261362/0205-263064 **Waris Shepherd**. (applicant for **Dorset** 128 license).
- NEW RADIO**, 14 Spynode Close, Weymouth, Dorset DT3 5HT. Tel: 0205-781133 Claire Cross. (applicant for **Dorset** 128 license).
- WYTH RADIO**, 22 Greenhays, Broomdown, Dorset DT5 8AA. Tel: 0202-603204 David Spence or 0202-55195 David Parier. (applicant for **Dorset** 128 license).
- FLANDERS RADIO**, 42 Hyde Road, Weymouth, Dorset. (new pirate station).
- CLAYTON TO SAVE RADIO 4** **LONG SWIRL**, Fish Hartington, 52 Esopagete Street, Winchester SO3 9W.
- SO-100 PRODUCTIONS**, 100 Belmont Street, London NW6 6W. Tel: 071-483-4830 (studio), 071-284-3694 (production), 071-267-6660 (mail). (independent producer)
- DELAWE FM**, 12 Westwick, St Sampson, Guernsey, Channel Islands. Tel: 0481-42008 [new **Guernsey** commercial station on-air 104.7 FM 15 Oct]
- LUTHER FM**, The Light House, 17 Market Place, Bideford, North Devon EX39 2JH. Tel: 0223-426444 [new **North Devon** commercial station on-air 96.2 FM 19 Oct]
- SHROPSHIRE 855**, **Penkridge** House, **Macclesfield**, **Lutlow**, **Shropshire** ST5 1PE. Tel: 0584-873796. [new **Shropshire** commercial station on-air 85.5 FM 18 Oct]
- CHANNEL 103**, 4 Pennell Street, St Mellor, Jersey, Channel Islands JE2 6LQ. Tel: 0534-888103. [new **Jersey** commercial station on-air 103 FM 25 Oct]

RADIO WAVES

RADIO 2 describes Rick Carracough's series (Saturday 12-1pm) of new country music as "the musical backlash against rap, hip-hop and dance". **CLASSIC FM** holds its first soul and reggae **Weekender** in Devon 12-15 November with Pete by Everta, Sinclair, Vivian Jones, Peter Kingale and Mike Davis. **CB** ticket includes accommodation and transport. **Info:** 071-730-7969 ***** Including television channels' affiliation for repeats, **RADIO 4** wants to know listeners' favourite radio programmes from the last sixty years, along with the occasion of which it recalls them, for future re-broadcast. **Radio Norwich**, Box 805, BBC, Broadcasting House, London W1A 1AA ***** Paul Jones presents **RADIO 2's** four-part documentary **Bill Cross** (Sat 4-5pm starts 17 Oct) that examines the surprising legacy of New York's **Bill** Building from **Malibu** Rock to the **Mid-60s** ***** **RADIO 5's** **Airpop** **Weekender** visits **Bar** as **Salon** to showcase the brilliant music of **Thomas** (Sat 17 Oct 9-9.45pm) ***** **The Heavenly** **Wishes** **Weekend** to **Right** **Side** **Paul** is featured in **RADIO 5's** **The** **Mix** (Sun 19 Oct 10.10-midnight) ***** **Shawn** **Wales** takes his **RADIO 1** show to the **Motor** **Show** at **Hirshingham's** **WIC** (Tue 20 Oct 9-noon) ***** **Arco** **Comer's** **perfect**

single **Just** **Like** **Gold** and the rest of the **Portened** **Label** collection come under scrutiny in **RADIO 5's** **Secret** (Tue 20 Oct 10.10-midnight) including an interview with musical genius **Alan** **Berns** ***** **RADIO 7's** **Right** **Means** (Wed 21 Oct 10.05-11.30pm) takes a **fanatic** perspective on **Madonna's** **Sex** **book** ***** **A** **special** **recorded** **session** **from** **CB** **family** **group** **The** **Blues** **Feature** **in** **Storie** **Supper's** **Supper** **Wine** (Thu 22 Oct 9.45-10.30pm) on **RADIO 3** ***** **Linda** **McCartney** **discusses** **her** **career** **as** **a** **photographer** **in** **the** **RADIO 3** **arts** **programme** (Fri 23 Oct 10-midnight) ***** **Congratulations** **to** **ex-RADIO** **CHRISTINE**, **CONYTT** **94** **and** **EDWYTH** **DI** **Sore** **labor** **and** **ex-RADIO** **CHRISTINE** **DI** **Caroline** **Martin** **who** **were** **married** **in** **a** **Catholics** **village** **church** **last** **month**. **After** **series** **wedded** **shifts** **on** **Mid** **Logic** **Radio's** **WEDNESDAY** **FM**, **CR**, **FM**, **WAVE** **and** **KL**, **FM**, **best** **wishes** **to** **the** **happy** **couple** **and** **how** **long** **will** **it** **be** **before** **we** **have** **the** **petter** **petter** **of** **tiny** **little** **DJ** **wives** **going** **up** **to** **the** **cockle** ***** **Maria** **in** **Washing** **Stations** **in** **the** **West** **Virginie**, **USA**, **WAVE** **FM** **worning** **DI** **Drug** **Dealers** **has** **arrived** **the** **same** **station's** **worning** **DI** **Deuce** **Black** ***** **KESS** **FM** **has** **extended** **its** **weekly** **playlist** **to** **weekend** **shows** **See** **you**, **a** **policy** **change** **originally**

recommended last year by the station's head of programming only days before he was **annually** **dismissed** ***** **The** **National** **Association** **of** **Hospital** **Broadcasting** **Organisations** **holds** **its** **AGM** **and** **conference** **in** **9-11** **on** **20-25** **Oct**. **Info:** 0324-611990 ***** **CAPTAIN** **FM's** **Chris** **Turner** **broadcasts** **from** **New** **York** (Sun 19 Oct, 7-9pm) ***** **RBC** **RADIO** **GROUP** **wants** **a** **new** **Manager**. **Info:** 0332-361111 ***** **RBC** **WORLD** **SUBSIDIARY** **wants** **two** **Production** **Assistants** **in** **its** **Chinese** **Section**. **Info:** 071-245-3455 x2307 ***** **New** **station** **CHRISTIE** **RADIO** **looking** **for** **a** **Station** **Manager**. **Info:** **Christie**, **Broadcasting** **Centre**, **Partrushill**, **Cardiff** **CF1** **3ET** ***** **The** **BBC's** **new** **Director** **of** **Corporate** **Affairs** **is** **Phasia** **Taylor** ***** **Was** **a** **weekend** **DJ** **on** **CHRISTIE** **RADIO**, **which** **describes** **itself** **solely** **as** **"the** **most** **infatuated** **station** **in** **the** **nation"**, **really** **identifying** **the** **network** **as** **"The** **Top** **FM"** **which** **always** **recoils** ***** **Which** **RBC** **announcer** **introduced** **the** **station's** **Financial** **Editor** **on** **air** **as** **Angela** **Woffit**, **who** **quit** **the** **station** **more** **than** **a** **year** **ago** ***** **Hirshingham's** **CENTURY** **RADIO** **TRAINING** **wants** **trainers** **and** **trainees** **with** **relevant** **experience** **for** **its** **radio** **courses**. **Info:** 039 **Baldie** **Road**, **Mitch** **Green**, **Hirshingham** **PO** **26**

OPINION - ROCK RADIO

If you tune past **RADIO 2's** former **medium** **wave** **channel** (1215 AM), you might catch **revoice** by **Paul** **Collins** **and** **Neil** **Gastro** **ping** **the** **airwaves** for the launch of **VIRGIN** **ROCK** **over** **spring**. Jointly **owned** by **Richard** **Branson** **and** **TV** **AM**, the country's second national commercial station will play rock music of the more eclectic variety aimed at hip-hop battling thirty-somethings slouching rapidly towards middle age.

These swayed pressure groups are busy sponging up CD releases of such-level "rock classics" in their local **Our** **Price**, happily handing £50 over the counter for a mere three hours of recycled music. But the question is - will they bother listening to their few album tracks on a creaky old 10-11 medium wave radio station like **Virgin** **Rock**, who instead they can throw another broadcasting expensive digital CD onto their hi-fi or car stereo?

Rock music needs the quality of reproduction offered by FM radio, but **Virgin** **Rock** was denied this by the appointment of **CLASSIC** **FM** to the UK's last remaining national FM channel. To show us how things could have worked out, surprise **BRITAIN** **FM** launches a four-week season of rock radio in glorious stereo at midnight on Wednesday 23rd. Broadcasting to central London from Chelsea riverside, this temporary service is part of its campaign for a permanent rock station in the capital, to balance the surfeit of pop music on the airwaves.

Employing a DJ team drawn from both its illegal part and legendary London pirate **Keyline**, **Jockie** **and** **Solaz**, the station will continue its longstanding philosophy of putting more **music** **behind** **the** **radio** microphone.

"Whereas **FM** is basically in indie station, ours is a complete rock station," explains **Baldie's** **Head** of **Features** **Marie** **Lartin**. "We'll play anything from 50s rock'n'roll, through the Beatles, 60s rock, 70s glam, punk, indie, 80s, folk rock, country rock - anything that falls within the rock category."

Lartin **produces** **Rockbeat**, the station's weekly magazine show (12.30pm & 6pm) that interviews groups such as **The** **Streepers**, **Green** **on** **Red** **and** **The** **Levellers**. Also promised are competitions, phone-ins, gossip, reviews, sig guides and an early evening "electric breakfast cassette".

The Radio Authority had yet to allocate **Baldie's** **an** **exact** **FM** frequency at press time, so will the station on 081-663-3323 for details and then, as its slogan implies, **Get** **Ready** **To** **Rock!**