

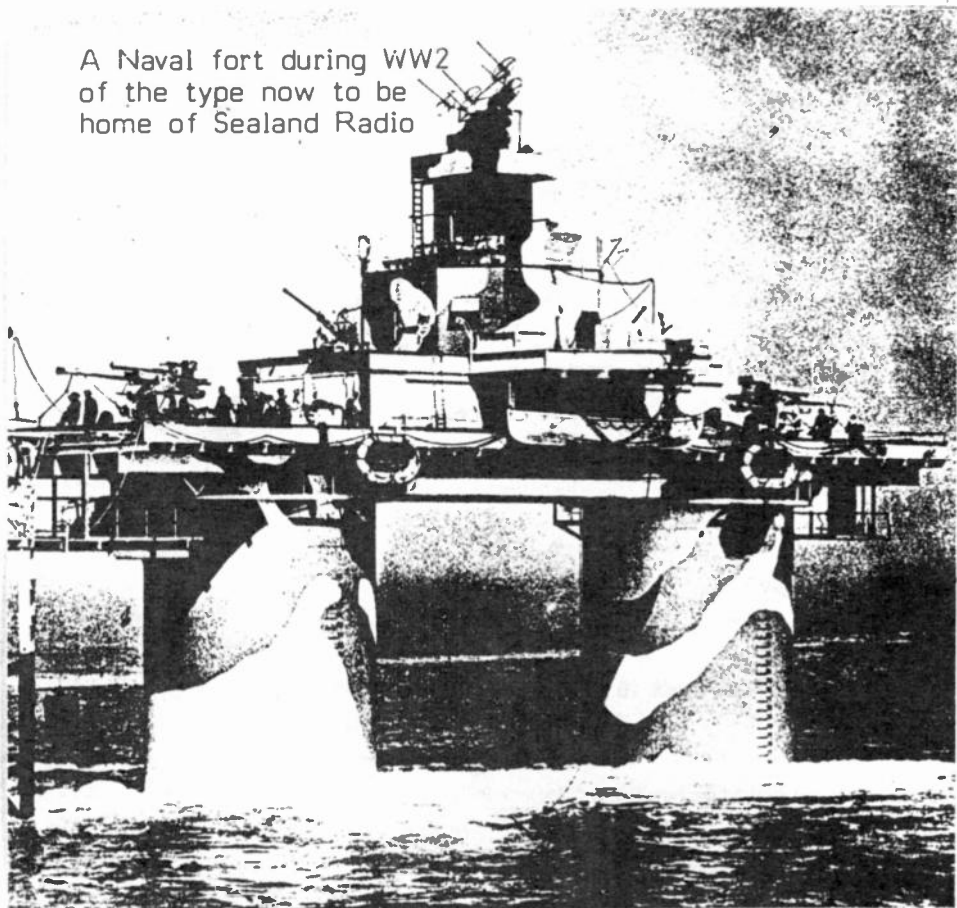
ISSUE No.13

# ***NOW RADIO***

**EVERY FORTNIGHT**

NOV 3. 1986

A Naval fort during WW2  
of the type now to be  
home of Sealand Radio



**EDITOR: JAY JACKSON**

**CONTRIBUTORS: CHRIS ANDREW  JOHN LEWIS  PAUL EASTON  GAVIN COOPER  
BARRIE JOHNSTON  STEVE HAMLEY**

**UNITED STATES: GRAHAM KENNEDY**

---

## **EDITORIAL COMMENT**

*Although Norman Tebbit has been talking and writing about television news coverage, it might be worthwhile radio newsroom staff taking a careful look at the way in which they tend to 'colour' news reports, rather than offer the (traditional) straight reporting of facts.*

*News bulletins on radio are subject to editorial comment as much as our friends working in television - and it is not just the BBC who are doing it. I shall not say 'guilty' - as I do not intend to become involved in a political debate on this matter.*

*It would certainly make a change to hear news reported as it is, rather than from the editors point-of-view.*

**\*\*\***

*Again this issue we are pleased to bring you a further episode in the very popular **WONDERFUL RADIO LONDON FILES**, written and carefully researched by Chris Elliot! That is in addition to all the usual coverage in Britain's only all radio news & information publication!*

**\*\*\***

**More in a fortnight!!!**

**JAY JACKSON**  
*Editor*

**SUBSCRIPTIONS: 26 ISSUES — £48    10 ISSUES — £24 (UK ONLY)**

**OVERSEAS RATES: ON REQUEST**

---

Published by: Now Radio Communication, P.O. BOX 45, Kettering NN16 0NW  
Telephone: (0536) 514437 (24 hours)  
All contents © HGL Rose 1986.

Reproduction in any manner, in whole or part, in English or other languages prohibited. All reasonable care is taken in the preparation of the newsletter but the publisher cannot be held responsible for its contents. This publication may not be lent, resold or hired to any person by the subscriber.

# COMMUNITY RADIO

## GOVERNMENT MOVE TO PUSH AHEAD WITH RADIO DEVELOPMENTS

As predicted by NOW RADIO several weeks ago, The Government seems certain to announce that it is to shortly push ahead with plans to reorganise British radio broadcasting services. Whitehall sources say the Government will not wait for the General Election, which could be as early as May or June next year.

The Green Paper, expected very shortly, should outline the Government plan to reform the Cable Authority into an authority to deal with all UK local radio services - including community radio. The IBA will be left with ITV, Channel 4 TV and DBS TV.

The move to turn the cable authority into a body responsible for local radio was another proposal of NOW RADIO NEWSLETTER/NOW RADIO COMMUNICATIONS in a document sent to the Home Secretary for his attention before finalising the content of the Green Paper.

A Cabinet Committee has been formed and has been working away on its preparations - with announcements expected to be made in the next couple of months. There will be a debate in the House of Commons, also scheduled for the earliest date possible.

## NORTH EAST COMMUNITY RADIO MEETING PLANNED

A Community Radio Conference is being held Saturday November 15 at Sunderland. The one day seminar has been organised by Mark Jones, a member of the Community Radio Association and founder member of East Newcastle Community Radio.

The day long event, starting at 1000 and ending at 1600 hours, will feature talks on the cable radio experiments at such locations as Newton Aycliffe and Red Bank, Thamesmead. Simon Patridge will give a talk on the history of community radio, starting in the 1930s and coming through until today - including the pirates. There will be a feature on Austrian Community Radio - which includes specialist music stations as well as talk/information based stations.

There will also be a general discussion. Tickets for the event will be £5 each.

We suggest calling Mark Jones on (091) 296 011 for further information of this event.

## CRA PAPER GIVEN TO MINISTER

The Community Radio Association has submitted its paper to the Minister of State at the Home Office with special responsibility for broadcasting, David Mellor.

The paper sets out the CRA's thinking on the introduction and development of community radio, and four of the main points are:

The needs of a vast number of communities, large and small, urban and rural, united by geographical ties or other common interests, are being neglected by the BBC and IBA.

The benefits of open access community radio stations owned, controlled, financed and programmed by communities themselves are principally: the extension of free speech, increased economic, social and artistic activity and expression, new opportunities for training and education and greater understanding between different cultures and traditions.

The elements of community radio are contained in the CRA code of practice: locally owned, democratically-controlled open access radio, i.e. stations owned and run by a wide cross-section of the community which the stations exist to serve, and seeking to involve as many people as possible, particularly those currently disadvantaged or under-represented in the existing media.

A new regulatory and development body should be set up - The Community and Special Broadcasting Agency. It would issue licences, supervise on-air stations, make grants available and represent the interests of community radio generally. Licences would be issued in response to a demonstrable community need. The CR system would be largely self regulating.

Stations would draw their finance for setting up and running stations from a number of different sources: grants, sponsorship, subscriptions, fundraising and advertising. Control should not be in the hands of a small number of unaccountable shareholders.

Frequencies can be made available now on the spectrum and the number of frequencies for CR use can be increased if Independent National Radio and simulcasting (having the same stations on both AM and FM) are stopped.

## RADIO BOSSES OFFER HELP

Richard Finlay, Managing Director of Edinburgh IR station Radio Forth has followed Radio Clyde boss Jimmy Gordon in offering help in such areas as training to community radio groups in Scotland.

Finlay had a meeting with the West Lothian community radio group and said that he supported the idea of the neighbourhood style of community station - though

like Jimmy Gordon, he expressed reservations about community-of-interest stations.

## PIRATES CONTINUE

New unlicensed radio stations continue to appear around the country, despite on-going efforts by teams from the Department of Trade's Radio Investigation Service to close them down and bring about prosecutions.

Bristol has a new rock/pop format station, known as 103.5 Sky Rock and a new Greek station has joined the pirates in North London.

According to Media Monitor, fourteen stations were logged in London one recent weekend. 12 were broadcasting on FM, the other two on AM. The stations included: 6FM (Rock) 89.92, SINA Radio (Asian) 90.70, Spunard Radio (Turkish language) 90.00, TKO 91.00, LWR 92.00, KISS-FM 93.92, TRAX-FM 103.30, Time Radio 103.85, JWT (Black Music) and JBC 104.83MHz. The AM stations were Border Radio (1125kHz) and Radio Memphis on 1260kHz.

Pirate stations exist in several other areas, including Birmingham, North Wales, Merseyside and Hertfordshire.

In Birmingham, PCRL (Peoples' Community Radio Line) broadcasts almost unhindered - but for the occasional DTI 'inspection'.

Perhaps the luckiest station of all is a station based in Brent, North London - JBC. JBC is never effected by raids by DTI officials and manages to put out continuous programming for the black community on 104.83 MHz.

## SIMULCAST A WINNER!

The simulcast of Queen in Concert at Wembley went off with no trouble whatsoever on Saturday night, October 25th - and was carried by 45 of the country's commercial radio stations and Channel 4 TV.

Audio for the programme was carried from Capital Radio to The British Telecom Tower, then beamed up to Intelsat 5, from where it was received on a dish installed at all the ILR stations around the country. Vision was carried by Channel 4, which advised viewers at the beginning of the simulcast to tune to their local commercial station, where they would be able to enjoy full digital stereo.

Earlier fears that unions might block the programme were forgotten only days ahead of schedule and almost all available airtime was sold for the broadcast.

It was the first such broadcast in the UK by commercial radio and television.

## U.K. RADIO

### IBA BOSS PROMOTED IN EURO GROUP

The Director of Radio at the IBA, John Thompson CBE, has been elected a vice-chairman of the European Broadcasting Union's Radio Committee, effective from the start of the new year.

This is the first occasion on which a representative of Britain's ILR system has been elected to such a position in the EBU - the consultative body for professional broadcasters throughout the Euro-region.

The IBA says that 1986 proved to be a notable year for ILR when it appeared to consolidate its role within the European broadcasting scene. The EBU was held, in July, in Bournemouth and hosted by the IBA. In that same month, Capital Radio (London) won the Monaco Radio Contest for Variety Programmes with their "Uncyclopaedia of Rock". More recently, Capital's 'Breakdown' programme on schizophrenia received a special commendation in the documentary category of the Prix Italia.

In the EBU's Music Days for String Quartets, the Roth Quartet of Peterborough were entered by Hereward Radio on behalf of the ILR network.

Perhaps the most ambitious ILR project of the year has been the EBU's annual rock festival - Eurorock '86 - which was staged on Merseyside. That series of live concerts, which included contributions by acts such as Tom Robinson, Ruby Turner and It Bites as well as acts from Belgium, Denmark, Finland, Holland, Sweden, Switzerland, West Germany, etc. The series made the first use of satellite delivered programming for UK commercial radio.

### HALE QUILTS CAPITAL

Capital Radio's Head of Music, Tony Hale is leaving the station at the end of this month and will be establishing his own business - which may be a radio consultancy.

Hale joined Capital Radio 5 years ago.

Managing Director of Capital, Nigel Walmsley, said "Tony has done a great job at Capital and we are glad that under the new arrangement he will be continuing to work alongside us."

Tony also will be producing two programmes following his departure from the London station: The Network Chart Show and Rock Masterclass.

### PORTER OUT

Dave Porter, ex-Voice of Peace and Radio 210 presenter has left Metro Radio. He departed the station at the end of September, after being with the station since the summer of 1980.

Porter has presented most airshifts at the Newcastle station, most lately holding down the 0500-0700 weekday programme.

Metro Radio says it did not renew his contract as it was looking for a "lively, brighter image."

Porter had already decided to move into a new career, and has joined the Aiden Charitable Trust as an organiser.

New to the slot left vacant by Dave Porter leaving is Mark Forrest.

### TEES HIT BY IBA RULING

A decision by the IBA stated that Radio Tees had to end its co-sponsorship for covering Political Party Conferences. (A local car firm was the sponsor).

The co-sponsorship by Tees, as with other stations, is permitted, but strict rules affecting commercial broadcasters and political events are in force.

Programme Controller, David Jamieson, stated it was Tees' fault as they had been late in submitting a plan to the IBA.

Tees had become increasingly interested in covering national and local political affairs. Jamieson said that it was, at that time, part of the station's policy to move away from being a predominantly sports station.

The conferences were still covered, but without sponsorship. Broadcasts came from Blackpool, for example during the Labour Party conference.

The IBA rulings on IIR stations and political programmes hit Radio Tees in the past: In 1983 they ordered the resignation of the station's Managing Director, Ian Horton, after he was selected as Conservative candidate for Sedgefield.

(Since the above event, David Jamieson has left Radio Tees, as a part of the changes effected because of the takeover of the station by Metro Radio).

### REITH LECTURES

The 1986 Reith Lectures are given by Lord McCluskey, the Scottish High Court Judge and former Solicitor-General in the last Labour Government. As the first Judge to present the Reith Lectures he has chosen 'Law, Justice & Democracy' as his title for the series. He analyses what judges do and how they think, and set forward his thesis that it is unwise to radically enlarge the role of judges and wrong to bring them into the political arena.

The first of six Reith Lectures is aired on Radio 4 this Wednesday evening at 1945 hours.

## CHARITABLE RADIO

Britain's ILR stations donated, on behalf of their listeners, £2.6 million in the last financial year, April '85 - March '86, according to figures just released by The Independent Broadcasting Authority.

Piccadilly Radio (Manchester) raised the most money - more than £750,000 with a single event, their Piccadilly Radio Charity Marathon.

Three other stations raised more than £200,000 in the year: BRMB (Birmingham) with its Walkathon in which 31,000 people took part and raised £342,000; Capital Radio (London) raised £250,000 with its Help a London Child campaign; and Glasgow's Radio Clyde raised £225,000 with its Christmas appeal - double the previous years figure.

Following the tragic fire at Bradford City Football Ground, Pennine Radio rapidly organised fund-raising efforts and became one of three co-trustees in the national appeal fund. Pennine Radio listeners contributed £78,000 to the Disaster Appeal Fund. It also organised a series of fund raising broadcasts and linked with other ILR stations where further contributions were raised.

Leeds' Radio Aire donated £11,000 to the Bradford Fire Appeal, and went on to raise more than £140,000 to build and equip a special bungalow at Killinbeck Hospital where family and close relations of children undergoing heart operations could stay at the critical time.

## LBC TO RESCUE

LBC Newsradio and Wandsworth Borough Council have rescued the Easter Parade that has, in the past, been sponsored by the Greater London Council.

## FREQUENCY CHANGES

Local Radio stations continue their frequency changes, with the following now on the books: Southern Sound (Brighton) from 103.4 to 103.5 on November 17th, Radio Tees (Stockton-on-Tees) from 95.0 to 96.6 this month and BRMB Radio (Birmingham) from 94.8 to 96.4.

## AIRE AIRE SUSAN CHARLES

Former Radio Caroline DJ and Newscaster, Susan Charles is the latest signing by West Yorkshire IR station Radio Aire. Her first programme was on Thursday October 24, 2200 - 0200, with a second the following evening.

Susan, who was last heard on Caroline last April, becomes the fourth former Caroline DJ to work on Aire.



# OFFSHORE RADIO

## TOP CAROLINE IS QUITE:

Radio Caroline's Senior DJ, Johnny Lewis, has resigned from the station - and is seeking a position within Britain's Independent Radio system.

Lewis, who hosted the Caroline breakfast programme, joined Caroline after a stint with Laser-550 where he was a main force behind the launch of the station.

He has worked in ILR and Irish commercial radio and with The Voice of Peace in the past and is currently one of NOW RADIO's main contributors.

Any station looking for a reliable presenter, with good production experience, can contact Johnny by calling NOW RADIO COMMUNICATIONS on (0536) 51 44 37.

## NEW ROW AFTER RADIOSHIP DRIFTED

A new row developed after the m.v. Communicator, former base for Laser-552, drifted and broke from its moorings in the River Stour on Monday October 20th - moments after our last issue went into the post.

Strong winds and heavy seas resulted in the former pirate radio ship drifting and actually hitting the Sealink 'Cambridge Ferry'.

A Sealink spokesman said that only little damage was caused - mainly to the paintwork of the massive Belgium ferry.

Ray Anderson of East Anglian Productions, owner of the ship, said that he had written to the Department of Transport saying that they would be responsible for any damage caused to the Sealink ferry and the costs of hiring a tug to 'rescue' and take the Communicator back to its mooring in mid-stream.

A few weeks ago, Customs officers, claiming to be under instruction from the Department of Transport, removed vital propshaft bearings from the vessel, in order to make it impossible to move the vessel whilst a detention order remains in force on the ship.

However, Ray Anderson, as we have reported before, says he has no plan to move the vessel until all work required on the vessel has been completed and bring it to a position where it can be re-insured and registered and thus the order would have to be lifted.

The Customs and Department of Transport were warned that the vessel could be a danger to other shipping without the use of its engines - as was shown in the October 20th incident.

Anderson has also informed the authorities that the Communicator is being forced to break a harbour by-law which forbids vessels being in mid-stream without the use of working engines. The Department of Transport have been informed of this situation also.

Following the incident on October 20th, Customs and Excise officers returned to the m.v. Communicator the main engine drive shaft bearings on the Friday afternoon of October 24th.

This followed EAP's solicitors writing to the Customs and Excise department - and what EAP see as the DTI not being able to legally justify holding on to the vital equipment and the action that had been taken in the removal of the parts.

Anderson says that all safety improvements demanded by the British authorities, and which caused the detention order to be imposed on the vessel, had now been carried out and it was his plan to get the Panamanian authorities to issue certificates and then request that the Detention Order be lifted from the ship.

Anderson said he thought that it was the DTI's Radio Regulatory Department, who were responsible for last years surveillance of the Offshore Radio Stations, who had stirred up the whole affair - and he accused them of using the Department of Transport to cover-up their actions.

EAP have now sent a letter to Customs and Excise thanking them for reinstating the vessel's main engines.

Ray Anderson exclaimed "It seems it takes a near disaster to get any satisfactory conclusion to our problem. It's disgusting!".

A further move by the authorities, in the form of the Department of Trade, who are thought to be behind the removal of equipment from the Communicator, has been a warning issued to tug companies in the area who are used to supply the radioship.

They have been warned that if they continue to provide food, fuel or water to the ship they could face prosecution.

At least one company has stopped supplying the Communicator - following the warnings.

A DTI spokesman said that suppliers servicing the vessel "knowing it might be used as a pirate radio station could be left open to prosecution."

#### FREQUENCY PROBLEM FOR CAROLINE

Radio Finland will shortly be testing a new 600kW medium wave transmitter, designed to provide the station with Euro-wide reception, from a new and more efficient transmitter location.

The powerful transmissions will be on 963kHz, that which is also used by Radio Monique, Viewpoint 963 and Radio Caroline's rock service for night time hours - Overdrive.

However, sources at Radio Caroline claim that the station has not yet decided on moving to a new channel, despite the stations owner now being worried about the

interference which may result from Radio Finland from the new year.

Aboard the Ross Revenge there appears to be two quite separate thoughts; to select a new frequency now and begin to promote a change of channel - especially as there are so few free of local radio services in the United Kingdom at the moment - or to leave it and see what actually happens when Finland begin using the new high power transmitter.

It is believed that Caroline engineers may actually select a new channel and perhaps only make the change if Radio Finland does cause undue problems for the offshore stations European audience.

NOW RADIO has again spoken to senior technical staff at Radio Finland in Helsinki, who told us: "There is no doubt that Radio Caroline will be a real source of trouble should they not move frequency before we switch on this new transmitter."

Pressure on the Caroline engineers may also come from the organisation who lease daytime hours for Dutch language Radio Monique - as in the winter reception conditions rapidly grow poorer as darkness comes a bit earlier in the afternoons.

Protests would also come from the many religious organisations who lease airtime in the early-evening hours on 963kHz for their programmes.

## IRISH RADIO

### NEW SUNSHINE SERVICE

Robbie Dale, Managing Director of Dublin-based Sunshine Radio, has announced that the company will be introducing a new format on a channel which has recently been relaying programming of their Hot Hits station.

The new service, planned to air by Christmas, will be middle of the road/nostalgia and targeted towards the over 30-age group.

The new service will be broadcast on 846kHz AM.

### YOUTH POLL

Members of the Dundalk, County Louth, Youth Club recently conducted a survey of listening habits of youth in their area.

The results were: Telstar Community Radio (Dundalk) 22%, RTE Radio 2 21%, Radio Carousel (Dundalk) 18%, Boyneside Radio (Drogheda) 10%, Sunshine Radio (Dublin) 9%, Energy 103 (Dublin) 7%, Q102 (Dublin) 6%, East Coast Radio 5%, Radio West (Mullingar) 2% and 51% Community Radio 1%.

## NEW ENERGY LINE UP

Dublin's Energy 103 has begun a new programme line up and increased its output of news.

The new schedule is 0600 Gareth O'Callaghan, 1030 Jerry Stevens, 1500 Colm Hayes, 1900 John O'Hara. The 0000 - 0600 shift will be taken over by Alan Burns in a week when he returns to the station after his vacation.

Energy's news output now means that a bulletin will be aired every hour 0700 - 0100. The content will be increased and news staff heard on air will include Sybil Fennel, Michael Lewis, George Long and Tina Gates.

As well as the improvements in programming, station boss Tony McKenzie is planning to increase transmitter power on the FM channel.

## COUNTY KILDARE HAS NEW STATION

County Kildare has got a new 'community radio' station, called K.L.B. (Kildare Local Broadcasting) which is broadcasting 14-hours daily.

The station has only one fully paid, full-time staffer, a station manager - with the rest of the station being manned by volunteers.

The station is located at Eyre Street, Newbridge and intends to make an official application to the Department of Communications as soon as Ireland has established rules to govern the future development of local and community broadcasting.

A spokesperson for KLB says that, although programming will initially be music-based, the plan is to turn over as much airtime as possible to access and speech-based output.

## ONLY THREE COMMERCIAL STATIONS WILL BE VIABLE ACCORDING TO REPORT

A report by the Irish accountants, Touche Ross, claims that only three legalised commercial radio stations could operate.

Two such stations, according to the report for the interim Irish Radio Commission, would be based in Dublin and another would be in Cork.

The survey claims that stations in such areas as Waterford and Limerick would be marginal. Stations in other locations would be a financial risk.

Existing pirate radio stations are believed to have an income of as much as IR£4 millions.

The Touche Ross inquiry says that legalised stations would be expected to pay full royalties for music, payments to a regulatory body and pay staffers full union rates of pay - and that to operate a station in Dublin would cost IR£250,000 to establish (capital

costs). It goes on to say that a station in Dublin would need to raise IR£1 million per year and only get into a (small) profit situation by the third year of broadcasting.

The report has been slammed by several Irish broadcasting companies contacted by NOW RADIO COMMUNICATIONS.

One station Managing Director told NOW RADIO "We could all pull such figures from a hat - especially if we were to look at the financial projections of ILR in the UK...but this report misses the bus, well and truly. If more than fifty stations can offer their services now - under a legitimate situation the number need not be too many fewer."

#### PROTESTS LEAD TO IRISH PROGRAMMING

Londonderry's BBC Radio Foyle has announced that after much local protest, they will be broadcasting a regular Irish language programme from the new year.

In the past the station has been subjected to protests outside its studios from listeners demanding programmes in Gaelic.

#### FINANCIAL TROUBLES

Cork City station ERI is reported as suffering financial problems at the moment and has been forced to lay off several staff.

#### BORDER TRANSMITTER ID

ZEE 103.3 is the name of the new powerful 180kw erp FM station carrying out test transmissions at the moment from near the border with Northern Ireland.

Early reception reports have arrived at the station office at Ardagh, County Louth, from as far afield as Northern Ireland, Dublin, North West England and parts of South Western Scotland.

However, internal stresses have placed the projected Programme Director in hospital with a total nervous breakdown...

A spokesman for the station told NOW RADIO that a recent advertising campaign had produced three possible presenters for the station which he hoped would be able to broadcast a full range of music in its output - rather than the initially expected Hot Hits format.

# U.S. RADIO

## NEW STATION ON AIR

California-based Religious station KVOH has taken to the air and is carrying out test transmissions from Van Nuys.

VQH, is owned and operated by High Adventure Mission, who also own The Voice of Hope radio station in The Lebanon.

The new station will broadcast in Spanish and English. Its address is PO Box 7466, Van Nuys, California, CA 91409, USA.

## MINORITY OWNERSHIP

Minority groups now own some 209 radio stations in the United States - according to the results of a survey carried out over a five year period by The Federal Communications Commission.

Blacks own 94 AM radio stations and 56 FM's. Hispanics own 35 AM and 9 FM's. Native Americans own 5 AM stations and 5 FM operations. Asian-Americans now own 1 AM and one FM station.

The FCC say there are now more than 10,000 radio stations operational in the USA.

## WHILE HERE COVER AMERICA

Bob Harris is to be heard coast-to-coast in the USA in a daily feature which chronicles the history of British music events and which is made available to stations by Radio International - who are also responsible for Rock Over London.

The feature is five minutes daily, containing a song and items from the day in past rock history. Interview clips are also included from time to time. The first airing will be on January 5th, 1987 - stations in the USA who take Rock Over London will be given first refusal for the barter-basis show. The first month's features will be delivered to stations on one disc.

## BBC IN DEAL WITH NATIONAL PUBLIC RADIO

Agreement has been struck between the BBC and National Public Radio for use of BBC news and current affairs programming from the BBC World Service. The material will be delivered to National Public Radio in Washington by satellite and then distributed to National Public Radio's 300 affiliate stations coast-to-coast.

## NEW RADIO RULES IN CANADA

The Canadian Radio-Television & Telecommunications Commission, CRTC, has announced a series of 'rule changes' to give that country's commercial radio what it describes as "more breathing space" in the future and as competition grows.

Time limits on advertising carried by AM commercial stations has been lifted, repeat quotas for FM stations has been abolished and networking is now to be allowed - though not with foreign networks.

The CRTC has, however, maintained the limit on FM stations.

Controls over alcohol commercials, which the industry wanted to regulate itself, have been kept under CRTC control - and a new rule prohibits the use of celebrities in such advertising. All scripts for wines, beers, etc, will continue to need CRTC copy clearance.

The 30% 'Canadian Content' ruling will continue to apply to all AM stations - though this may be revised at the next CRTC meeting on such issues, planned for two years time. This rule says that thirty percent of music broadcast in programmes on Canada's AM stations must be of Canadian production, by a Canadian artist, or written by a Canadian composer.

## VOA SCANDAL

Washington Post columnist Jack Anderson has claimed that a major modernisation programme at The Voice of America radio service is far behind schedule and that only \$11 million of a total \$1.3 billion refurbishment account budget has to date been spent.

According to the article Anderson alleges that technicians were called in 60 times in a 4 week period to repair a piece of equipment that is no defunct - despite being purchased as a part of the modernisation programme.

The installation of a computerised master control system is said to be more than six months behind schedule.

The article claims that the delays are costing Voice of America some \$1 million a month in the costs incurred by the delays.

In Washington, neither The Voice of America or the US Information Agency, responsible for the broadcast service, would comment on the report.

## SOVIET OFFER TO STOP JAMMING

The Soviet leader Gorbachev offered President Reagan a deal at the recent Icelandic summit, which would bring about a halt of Soviet jamming of Western broadcasts to the Soviet union.

The Soviets say they will stop jamming if they are allowed to broadcast on domestic radio stations in the United States.

Washington says that to agree to such terms was highly unlikely as jamming was illegal under section 19 of the United Nations Declaration of Human Rights - and to agree to the Soviet offer would be seen as bargaining over what is an illegal act.

### ISRAEL HAS FIRST LOCAL RADIO STATION

Israel's first local radio station has begun broadcasting in the southern port and seaside town of Eilat. Radio Eilat carries four hours daily of local programming, whilst at other times it relays programming from Israel Radio Programme B.

The station is state owned. Four other such stations are to be opened, following the introduction of a new act of Parliament.

### RELIGIOUS STATION SILENCED

The Italian Posts and Telegraphs authority forced the closure of the US owned Adventist World Radio shortwave station in Italy last month.

The P&T claimed it could not allow AWR-Europe to continue to broadcast using 'out-of-band' frequencies in the shortwave.

AWR engineers have since located various channels, within bands, where they will conduct experiments. They have a problem as their output power is only 10kW erp.

## LOOSE ENDS

It is with great sadness that we begin this selection of Loose Ends with the news that a former Radio Caroline colleague, JASON WOLFE, has died. Jason, real name Chris Bowskill, worked aboard the Caroline North ship following the introduction of the Marine (etc) Offences Act in 1967 - and had kept in touch with developments in radio over the years - in particular with recent community radio moves by the Government. I am sure that I speak for all who will read this and hear of the news for the first time when I say that hearing this sad, sad news has been most upsetting indeed.

WMCA-New York, which was the station that coined the phrase 'The Good Guys' back in the sixties, has been sold for \$10 million. Seems like a good buy - sold by Straus Communications Inc to Federal Enterprises Inc of Detroit. WMCA is located at 570kHz with an output of 5kw. It first broadcast in 1925.....



As our readership grows, we welcome professional broadcasters of both today and yesterday. Those who were once lucky enough to work aboard Big L/Wonderful Radio London may be saddened to hear that their former home, the m.v. Galaxy has finally been scrapped after spending the last 19 years in port and derelict in West Germany.....

Congratulations in order for one BRIAN ALLEN and wife on the arrival of their first child! Our JJ worked with Brian on the Ross Revenge soon after Caroline returned to the airwaves - and agrees he's a very good cook!!!.....

BBC Engineers currently working on a system which saves about 20% of standard power bills on transmitter operation - known as Dynamic Carrier Control. Being tested on a number of AM transmitters at the moment, but with possibility of being used on Short Wave transmitters as well.....

The amazing JOAN RIVERS is having the audio portion of her controversial television programme aired in the US by WMRE - Boston, Mass.....

A new Greek-language radio station has begun broadcasting in North London. GREEK COMMUNITY RADIO first broadcast earlier this month.

Bristol has a new and unlicensed rock station - identifying itself as '103.5 Sky Rock' - the stereo signal carries a mixture of rock and pop.....

BBC ESSEX transmissions heard lately on FM in The Netherlands due to high pressure conditions - note - better than some of the local stations over there!.....

Iceland has its first private, commercial radio station - and that's not bad for a country with less than 250,000 people! Studios built by MBI Broadcast Systems of 69, Ship Street, Brighton.....

Radio France International decided to mail 195 individual programme schedules to one listener in London - the computer fault was not the first - earlier this year the same chap received over a thousand copies!!!.....

Trivia? Remember Berry Gordy? Founder of Motown! He's listed as worth more than \$180 million according to Forbes Magazine! Radio personality/TV host Dick Clark is listed as being even more wealthy!!!.....

The new regime at BMS again under the control of Terry Bate seems to, at long last, have executives leaping about, working hard, drinking hardly at all and attending early morning breakfast conferences - seems the Bate influence could do with spreading throughout a number of stations around the nation!.....

He comes and goes like nobodies business - well, we're talking about Tony Prince - who again is to be heard on the airwaves of Luxy in coming months with a disco programme. Yawn!.....

Talking of disco - there's a lot of it about on playlists at the moment, and it would be an idea for music programmers to remember that many 'disco' records only get into the charts - and thus on many playlists - because they are bought by disco and club deejays. It doesn't mean the average punter is rushing out to buy such rubbish, does it?!

Now the Queen concert has been carried - how about a look at a national satellite delivered evening news programme for the entire ILR network? I did suggest this idea many years back to a senior executive at IRN/LBC, but at the time little interest was shown. Perhaps now would be a time to look again at the idea. If produced well, it would be a real winner for ILR and IRN.

How many of our readers in ILR noticed the missing number 29 from last weeks teleprinter copy of the Network Chart? And the wrong last week position for AHA?!

For those amongst our readership who make a living from 'voice-over' work in ILR, we hear some interesting news that Birmingham's commercial station, BRMB Radio has stopped hiring outside voices for its production unit.

LBC has, at the time of going to press, received more than 1500 entries for a Swimathon it plans to hold next month.

London Greek Radio victim of the recent high winds which brought the stations antenna system crashing down on to Wood Green/Tottenham area streets. Station was able to return to the air quickly, though and is running a full service at press time.

## OPENINGS

There is an immediate vacancy for a COMMERCIAL PRODUCER at BEACON RADIO. If you've experience in this field, you need to send a sample of your work along with a letter of application to The Managing Director, Beacon Radio, PO Box 303, Wolverhampton, WV6 6DQ. The salary on offer is £11,000.

NOW RADIO COMMUNICATIONS has a vacancy for a person to head a major sales operation for commercial radio. The right person will need to have a very good track record and would be responsible for airtime sales on a major station. Applications in confidence to NOW RADIO COMMUNICATIONS, PO Box 45, Kettering, NN16 0NW.

NRC also are inviting commercial radio stations in such areas as Ireland who are looking for new programming ideas to contact them on (0536) 51 44 37.

NEWS???

CALL NOW RADIO NEWSLETTER ON (0536) 51 44 37

## SUMMER RATINGS RELEASED

Los Angeles' top-forty station KIIS-AM/FM has returned as market leader in the latest Arbitron survey for the summer period. In the Spring book the Gannett owned station was rated third in the market. It beats KPWR (Power 106) this time around by taking a 7.1 overall share. This is split between AM with a 0.2 and FM with a 6.9 share.

The USA's major radio market, New York, sees the shares held by top 40 stations falling in a rather dramatic style in the latest book. WHTZ (Z-100) falls from top rated slot into a tie position with WPLJ, its main rival. In the last book Z-100 had 6.9 and WPLJ 5.9. This time they both reach 5.5.

New York's WRKS, usually a major force with its urban format, fell from 6.2 to 5.1 - whilst WELS managed to increase its ratings from 4.3 to 4.9.

Album rock formats faced an increased battle of the Arbitron - with WNEW-FM falling .4 to 3.5 and WXRK up from 3.1 to 3.3. WXRK pulls the highest share of all morning music programmes with The Howard Stern Show. However, once Stern is off the air, WNEW-FM takes the leading position for the rest of the day.

Top Adult Contemporary station in New York remains WLTV - though slipping from 4.2 to 3.6 in the summer survey. Three stations had shared a 2.0 ranking last time Arbitron reported, but this time vary - they are WPIX, WNBC and WYNY. They have shares of 1.9, 1.5 and 1.8 respectively.

WOR, with a talk format grew with its share of the New York listenership growing from 4.5 to 5.3. WINS, Newsradio, also increased - from 4.3 to 4.9 and WCBS-AM (news) also hiked from 3.3 to 3.5.

Talk fared well in Los Angeles - with KABC being the second station in the market after top-forty KIIS. KABC, though fell from 7.0 to 6.7.

San Francisco's news/talk station KGO came out top of that city's pile - and increased from 7.2 to 7.3. KCBS Newsradio fell from 6.8 to 4.9 whilst holding out as the fourth most popular choice of listening in that city.

## COMPENSATION AGREED

Florida commercial radio station, WQBA, has been awarded \$750,000 in compensation by the US administration as it was forced to move its transmitter and antenna site and change frequency because of new and increasing interference caused by Cuban radio stations.

WQBA, a spanish language station, is the victim, as are many other stations, of a war that has broken out since the US put propaganda station Radio Marti on the air to broadcast to Cuba. Other stations have put in appeals for compensation.

# PROGRAMMING

## THE SUPERTALK OF THE USA

One of the real pioneers of album rock radio in the United States is Mike Harrison. Harrison is innovative and listened to whenever he speaks on radio - so his new offering to the broadcast industry here in the states - is causing more than a stir!

It's a new format based described as entertainment-based, all talk - and a development of the successful Supertalk format. The new format is geared to appeal to the massive and much sought after 25-years plus age grouping.

Mike Harrison has teamed with Al Herskovitz, a former Chief Executive of Capital Cities, a major US broadcast group. They've formed a new outfit, known as H3H Broadcasting.

Perhaps suprising to many, Harrison has explained that high ratings are not the primary goal of his new Supertalk format - but there is little doubt this side of the Atlantic that the 'sound' will go down well, with both the audience and the advertisers - for they are often both in the same group - not the case with such as a top 40 format.

AM stations, wanting to get back into high ratings after years and years of FM radio taking a bigger and bigger share of the listenership, are particularly interested in Harrison's newest offering. So too is the massive US record industry, for this format means that hosts will talk about an artist and his/her music, and not just play a record. This programming gets to the 'guts' of the matter.

Springfield, Mass, is the home of the first station carrying the new Supertalk. It's WSPR, where the format hit the airwaves back in May this year. I'm sure we will be hearing it around the nation on many others, before the next Spring!

Until now, talk radio has been targeted at an older, 45-plus market - and rock music and rock musicians have been a real 'no no' for obvious reasons. Now, like many of your over-thirties who tune to Radio 4, LBC and The BBC World Service for talk - our people can have talk about things they are still interested in - presented in a really contemporary manner.

Airtime is also given to comedy albums on WSPR - explained by Harrison as needed to keep the punters from only expecting this type of material on cable systems. "And it really works!"

The average day at WSPR might consist of a morning show with phone calls (in and out), interviews, snips of featurettes and talk which might cover politics, religion, sex, economics, drugs and local happenings.

On-the-street interviews are conducted by the station's Supertalk People - and the results are played in edited form in rotation throughout the broadcast day - much like you might programme your playlist music! It means that we have Springfield talking to Springfield. The Man on the Street is the Man on the Air!

COMMENT

BUT THE CLIENT LOVED IT!  
By Paul Ford

As members of the advertising industry pack their bags for the Radio Marketing Bureau conference in Marbella, that good old perennial topic - the standard of radio commercials - is, once again, under discussion.

Some would claim that standards are still pitifully low, whilst others would claim that standards have risen, although remaining guarded as to how much.

It's a constant criticism that bad commercials come about because many agencies are still failing to take radio seriously. Radio commercials are left to a junior copywriter, who is usually moved on to "more exciting things" the moment they show any promise. Similarly, because the cost of radio production is considerably less than for TV, there is a tendency for less care and commitment to be taken over the production. Stories still abound of some agencies sending a secretary along to "produce" a session.

Hopefully those days are now, mainly, long gone. The problem is, though, that the situation seems to have gone from one extreme to another. Instead of penny-pinching on production, it seems that some agencies are under the impression that the only way to get good radio commercials is to throw lots of money at them, especially by using a celebrity voice and an expensively produced music-track. In some cases I wonder whether more money has been spent on production than on airtime. Yet what results is often no better than previous efforts.

There have been several commercials running recently, certainly in the London area, that seem to demonstrate this. One, for a department store, uses two voices, one a well-known "personality" to deliver a script of mind-numbing mediocrity. Years ago it used to be said that "if you have nothing to say - sing it". These days it seems there's an alternative - "if you've nothing to say, get someone famous to say it".

I regularly come across clients who seem obsessed with using a "famous name" on their commercials. I usually try to change their minds, regardless of budget requirements, because I am not convinced that a "famous name" will actually add anything to the commercial. If anything it is more likely to detract from the message, because the listener is more interested in the voice, that what it has to say.

Sometimes, though, I wonder whether the real problem with apparently low standards of radio "creativity" is not really the fault of the agency or production company anyway. Perhaps we should really be educating the advertisers.

At LBC we often find that, no matter what we may suggest or offer to a client, many always seem to want what everybody else is doing. Recently one client said that although they liked our script, they really wanted something along the lines of "two women talking. You know, the usual sort of thing". Try as we may, we were unable to persuade them to change, and the result, of course, was another boring, cliched commercial, but the client loved it!

Radio station production departments are regularly criticised for their output. Yet those who complain often tend to ignore the fact that station production departments are having to work under rather different circumstances from their own. Being expected to write and produce a couple of dozen or so commercials a week is going to lead to a "production-line" process. It allows little time for long, expensive periods of "creative" script development, and equally long and expensive working lunches.

Admittedly a lot of station-produced commercials are of an average standard, but that is not necessarily their fault. Many stations fail to take their production departments seriously, in terms of staffing, facilities and expectations. Do they really expect one or two people to handle the entire production requirements of 6 or more sales executives? Several IR stations already contract-out their commercial production to outside companies, and one major station is currently believed to be considering a similar move. Yet the results are often no better.

Radio, as a creative, and entertaining, advertising medium requires a different set of standards and attitudes. It doesn't deserve to be a second-best, or a training ground for aspiring TV copywriters and directors. Luckily more people are realising this, and are beginning to give radio the respect it has long deserved. Why it's taken more than 13 years is something we shall probably never know.

*(Paul Easton has worked in radio since 1974, both at home and abroad. He has been Commercial Production Manager at LBC since 1979.)*

## RADIO - THE AMERICAN WAY

In 1982, the United States had 9,092 radio stations. Of that number 4,630 were commercial AM's, 3,346 were commercial FM's and 1,116 were non-commercial FM's. At that time, and ahead of much deregulation of the

US broadcasting system, no single entity was allowed to own more than seven stations in each service (AM, FM or TV). No owner was allowed to own more than one station in the same service in the same community. Also newspaper owners were not permitted to purchase broadcast properties in the same market, nor were radio station owners allowed to acquire TV stations in the same market, nor TV owners radio stations.

In 1980 commercial broadcasting had total revenues of \$12 billions. Profits were \$1.8 billions. Radio accounted for approximately \$3.2 billions (26.5%) revenue and \$154,000,000 profit. Public (non-commercial) broadcasting had an income of \$896,600,000 - 27% of that from the Federal Government.

Radio advertising spots cost from more than \$600 in major markets to less than a dollar in small towns.

As well as Full Service, Community radio stations, the USA's most popular formats, based on the results published in the summer Arbitron survey, include: Top 40, Talk, Urban, News, Easy Listening, Adult Contemporary, Album Rock, Oldies, Nostalgia, Country, Light Rock, Classical, Spanish, Black, Classic Rock, Soft Adult Contemporary, Pure Rock, Quiet Storm, Mellow Rock, Jazz, Variety/Talk, Big Band, Religious, and Gospel.

The highest power permitted on Am is 50kW - but thousands of stations broadcast on much less. Most are operated on 1kW daytime with night output down to .5kW to avoid interference to distant stations using the same channel.

The Population of the United States is 238 million - which means there is one radio station per 26,444 people!!! If the United Kingdom has 56 million people - by US averages - we should have 2,117 radio stations!!!

Jay Jackson

**FLASHBACK!!!**

THE WONDERFUL RADIO LONDON FILES

0112

*In Part Three of The Wonderful Radio London files the formation of the Fullon Sales Board of Directors and Patricia Baker Ltd were commissioned to handle the international relations campaign and how Philip Firkin decided on the Fullon location in the southern part of the Thames Estuary. The story continues once again.....*

The Galaxy was finally converted into a floating radio station and ready to sail by October 1964. Don Pierson travelled to Honduras to get the ship's papers in order - Galaxy now being registered in that country. Keen to get on the air, Don was anxious to undertake sea trials as soon as possible before sailing across to England. Before the trial cruise he discovered that the Captain employed to master the Galaxy had a reputation of quitting ships when they were about to sail! The Captain, a Miami resident, made it clear that he felt Pierson was in too much of a hurry and therefore he wanted to quit. Don himself takes up the story:

*"I told the Captain that I had heard of his reputation of quitting at the last minute and that I had taken the precaution of having a stand-by Captain waiting on-shore. After a few minutes he came to me and said that he had changed his mind and would stay with the ship and expedite her sailing. After that he did work hard in that direction."*

And so MV Galaxy finally left Miami on October 22nd, with a port of call at both San Juan in Puerto Rico and the Portuguese island of Madeira in the Atlantic Ocean off the North-West African coast. Tom Danaher in the meantime flew to Madeira to meet the ship and to ensure she sailed for England in good time. However on arrival he was told by the first engineer and the Captain that they wanted to stay in Madeira for two weeks to facilitate repairs before proceeding to England because the ship would not make it in her present state. Whether this was the case is not clear, but in the event Danaher had the Galaxy on her way to England in a matter of hours. On November 19th she arrived at the anchorage point in the Thames estuary recommended by Philip Birch and in sight of Shivering Sands Tower.

As the Big L's first team of DJs joined the Galaxy (see next issue) Pierson and Danaher flew into London to supervise the station launch and ensure everything was running smoothly. Don takes up the story again:

*"We asked Phil Birch repeatedly if he were positive that the ship's location, that he had studied for several months and selected, was in international waters and safe from British confiscation. We were never able to get a clear answer. Being unable to ascertain from him and knowing the whole investment might be in jeopardy, I contacted Ronan O'Rehilly and found in five minutes that it was in fact in British territorial waters and was subject to immediate confiscation, even though we were not on the air, because the transmitting crystals proved, along with the news press, our intention. Since Phil Birch refused to even take three minutes to discuss*



*this with me, I called Burton Kanter, our lawyer, who was in Dallas, and asked that he contact Birch and get the ship moved instantly to safe waters. It was moved that night after my call, so if my trip accomplished nothing else, this was sufficient."*

The new location was in the northern part of the Thames Estuary - 3 1/2 miles east of Frinton, Essex, sight of Radio Caroline and close to the Gunline sandbar.

As the Galaxy hopped from one side of the Estuary to the other, Pierson and Danaher also discovered that Philip Birch had been having merger talks with Ronan O'Rahilly of Radio Caroline. Although Birch had not been particularly impressed with the 'image' and sound of Radio Caroline, he could not help noticing how well the station was attracting advertisers. Indeed he had already commented on this in a letter to Mal McIlwain, dated September 29th, 1964:-

*"Radio Caroline are going great guns and the two ships combined are now taking orders at the rate of £500,000 a year. They are about to release the results of an audience study. They achieve rating levels of up to 10 per cent which are enormous and would make any American station jump with joy".*

Ronan O'Rahilly for his part had been very aware of the speed and professionalism with which both Radio London and Radlow Sales had been set up. Here were competitors who really meant business and it seemed inevitable that Caroline would suffer quite badly immediately the Big L came on the air. So in an attempt to stave off this new competition he had approached Philip Birch with a view to a merger. Birch in turn had been discussing the practicalities of the matter with the Radio London lawyers, Burton Kanter and Arthur Steffan in Chicago.

The situation alarmed Don Pierson and he immediately and Don reported his feelings to the other Radio Caroline investors:-

*"Even though Tom and I were staying less than 100 feet from our London office (one assumes they were in the London Hilton) Philip Birch was spending hundreds of dollars calling Kanter, who was in turn calling me. My call lasting 55 minutes. Merger talks were being held, considered, and the reports called to Chicago, all without our knowledge and we were just across the street. Bear in mind that Phil Birch was hired to work for the whole group. He apparently has done a good job with sales and publicity but all personnel hired by Tom or myself*

*instructed from the beginning that they were employees of the entire group and were to conduct themselves in the best interest of all. From the moment we arrived in London he was evasive to us and it was difficult to find out what the situation really was. We did not have a chance for he was prejudiced against us before we arrived and he seemed to have the feeling that the whole operation belonged to him, rather than being an employee of the group with a very small interest. Tom contacted Ronan O'Rahilly and met with him at London Airport to get a clear picture of the true situation".*

It subsequently transpired that not only was O'Rahilly clearly worried about the threat of powerful competition, but very concerned that the arrival of Radio London might well provoke the fledgling Labour Government into taking immediate action against all offshore stations. They, like all European Governments except The Netherlands, Ireland and Spain, were committed to the idea of signing an agreement to collectively ban such radio operations.

With this information to hand, the Texans were, in theory, interested in the idea of a merger between Caroline and London. However from the evidence in the files it is not clear who actually suggested what. One idea put forward by Ronan O'Rahilly was that of a 'handshake merger' which could be vacated in hours by either side. This would, in effect, mean a merger between the two sales organisations only and a sharing of revenues, with Radio London retaining its own ship, etc. O'Rahilly would then close down one of the Caroline ships to hopefully stall any likely Government action. That Caroline ship would then broadcast to a European country in the country's own language in an effort to boost British exports and so improve the flagging balance of trade. This could in turn lead to a more favourable attitude from 'official quarters', thus benefiting all concerned with the commercial radio cause.

It certainly was a very interesting idea, but a telegram delivered to Philip Birch on December 2nd, 1964, from Burton Kanter, suggests that the concept of a merger was far more involved, to the extent of O'Rahilly actually chartering the Galaxy himself for the period of a year, with Philip Birch assuming the role of general manager at Caroline Sales! The telegram is reprinted in full here and NOW RADIO readers are invited to draw their own conclusions:-

*"To Philip Birch, 17 Curzon Street, London, England:-*

Please deliver this cable to O'Rahilly immediately and suggest he call me about 12 noon Chicago time today.

The message for O'Rahilly is as follows:-

To facilitate our discussion regarding a charter of the Galaxy, the following appear to be the minimum conditions of any contract which would be acceptable to my client:-

(1) Net bareboat charter at a flat rate of £5,000 per week minimum, commencing DECEMBER 7th 1964, plus additional payments of 5 per cent of gross advertising revenues from combined activity exceeding £500,000 to £750,000 and 10 per cent over that, payable annually 15 days following the close of the calendar year, pro-rated monthly for any lesser period. The calculation of excess rental is to be subject to audit by our accountants.

(2) All the expenses of the ship operation including insurance, crew, maintenance and repair etc. are to be borne by you.

(3) The Charter is for a period of one year, subject (a) to cancellation by you on two months prior written notice following the event of legislation causing you to cease conduct of your business and (b) to the further option by either part to terminate upon six months prior notice for any reason.

(4) You are to deposit concurrently with the execution of the charter the sum of £40,000 as a security deposit to ensure the return of the vessel and equipment in good operating condition. None of the deposit is to be applied against current rental payments except in the event of default and all of these security deposits are to be refunded only at the end of the charter or upon cancellation of the charter, excepting the portion required to meet rental payment in default and to satisfy any damages to the vessel or equipment.

(5) The charter is to contain all of the usual provisions with respect to default enforcement rights, maintenance of insurance and maintenance of the vessel and equipment, etc.

(6) Caroline Sales are to undertake a guaranteed obligation of one year's salary to Philip Birch and other obligations he may have made to his employees on the lease of the premises at 17 Curzon Street. This undertaking is not to terminate in the event of legislation or termination of the charter, unless (a) it is instigated by us and (b) Birch re-associates with

Any liability in these regards is to be met from the security deposit if not otherwise fully satisfied.

(7) In the event you should use 1125kHz as a wavelength or the name Radio London, both shall revert to us upon termination of the charter.

(8) Philip Birch's association with Caroline Sales is to be terminable at his election on six months prior notice, but he may cease rendering services, effective in 60 days from notice, in order to permit us to get ready to go into business if we have terminated the charter for this reason. Mr Birch is to be made General Manager of Caroline Sales.

(9) You, Allan Crawford and the other major shareholders are to personally guarantee the obligations of all contracts with us.

(10) The payments of charter fees are to be made in precisely the manner directed by us from time to time.

(11) The preparation of documents to be done in the United States with you bearing the expense of our representative including counsel fees, apart from direct costs such as telephone, telegraph and travel, etc, not to exceed £4,000 with a remission of £2,000 in advance to mutually agreed person on account.

In the event the conditions of such a contract appeared to be totally unacceptable to Ronan O'Rahilly and the Caroline directors and so no more was heard of suggestions for a merger in any form. As Radio London prepared to make her first test transmissions, so Caroline braced herself for the approaching onslaught. Just three days later, on December 5th 1964, the Big L broke the silence on 266 metres for the first time. Transmissions ceased the following day, returning again on December 18th. As Christmas drew near, even during these experimental broadcasts, the ever gathering listeners were left in no doubt as to what was to come: an endless stream of 'Fab 40' music, interspersed with swanky jingles, clever commercials, slick and amusing DJs and regular news and weather bulletins. At 2pm on December 22nd, Radio London closed down to facilitate final adjustments on the powerful 50kW RCA transmitter. Then, at the stroke of 6 O'Clock the next morning, to the strains of Cliff Richard's "I could easily fall in love with you", disc jockey Pete Brady made the announcement everybody had been waiting for:-

"Radio London is now on the air with its regular broadcasting. This station will bring to Britain the very latest from Radio London's Top 40, along with up-to-date

coverage of news and weather, Radio London promises you the very best in modern radio."

Yes, 'Wonderful' Radio London had indeed arrived and British sound broadcasting was never the same again!

*The final part of the Wonderful Radio London Files takes a special look at the Top 40 format, the station's successfully pioneered in Britain. We also look at other programming aspects of the big L and the history of its first Christmas, plus more memories of those historical first broadcasts at Christmas 1967!*

© Chris Elliott 1986. Reproduction in whole or part, by any means prohibited.

#### CHILTERN EXPANSION - HEREWARD TO LOCAL NORTHAMPTON OP

Chiltern Radio is to take over the troubled Northampton operation of Hereward Radio, leaving Hereward with its original Peterborough site.

The takeover comes shortly after a disastrous set of survey figures, both from JICRAR and a recent BBC survey which gave Hereward's Northampton listenership at only 5% - compared with BBC Radio Northampton's 34%.

Chiltern managing director Colin Mason is quoted as saying the deal was unlikely to involve the loss of jobs within Hereward's Northampton centre.

#### BBC RADIO 2 REGISTERS 'COLLAPSE'

The latest ratings book published by the BBC show that Radio 2 continues its move to a bigger audience and generally is up by some 300,000 (this summer) against the same book last year. The station now has an 18% share of listening. Radio 2 now reaches 4,600,000 per day.

The full outline of the BBC Survey provides the following figures: BBC Radio 1 has a daily reach of 3.5 million and a share of listening of 32%, Radio 2 has a daily reach of 4.6 million and a share of listening of 18%, Radio 3: 0.6 million and 2%, Radio 4: 4.0 million and 11%, BBC Local Radio: 2.5 million and 9%, BBC National Regions: 0.7 millions and 2%, ILR: 5.9 millions and 24% and other stations (including Radio Caroline and Radio Luxembourg): 0.4 millions and 2%.

## AUSSIE BID SLOWED BY IBA

The Independent Broadcasting Authority has said that the proposed takeover bid by the Australian Paul Ramsay Group of Standard Broadcasting's UK radio interests, including a big 28% share of Capital Radio, can not go ahead until Capital Radio is officially satisfied that the Australian takeover will not interfere with the London stations plans to float its shares and go public in the new year.

## NEW STATION ON AIR

The newest BBC Local Radio station, BBC Essex, goes on the air this Wednesday November 5th at 0600 hours, following the biggest ever advertising campaign for a local radio station operated by the Corporation, including television spots broadcast by BBC East TV.

## EURO-RADIO PLAN BY BROOK

Managing Director of Surrey Electronics, Trevor Brook, has made an application to the UK Government for a licence to operate a shortwave radio service aimed at the EEC.

Brook was one of the original community radio applicants. He made his application to the Foreign Office, and stated that his idea was for a station with a service range of up to 1,500 km and with programming which would include music and entertainment plus news which he envisages would come from an existing UK source - this may be the BBC.

Controversial areas such as politics would be avoided, which makes Brook feel his station would need only minimal regulation.

Trevor Brook says his service would attract a mainly male audience and one more interested in technical matters - and technical interests would be catered for within the programming and advertising which would fund the operation.

In the application it was pointed out that there are no limits to the number of frequencies which a country may use on the shortwave band - and that new legislation would not be required before such a station was allowed. The application also pointed out the desire of the EEC for a freeflow of information and media communications between its member units.

## GOVERNMENT PAPER BY YEAR END

David Mellor, Home Office Minister with special responsibility for broadcasting, informed the delegation from the Community Radio Association at a meeting last week that the Green Paper on the future development of UK radio should be published before Christmas.

He told the CRA group that Community Radio was being looked at in a positive and constructive light.

## RED ROSE CHAIRMAN BUYS SHARES IN MANCHESTER INDIE STATION

Owen Dyston, Chairman of The Red Rose Radio Group (Red Rose Radio, Radio Aire, Re Dragon Radio), has obtained a 4.22 per cent share holding in Piccadilly Radio.

Dyston bought the shares from Eddie Shah.

## LBC STRIKE THREAT LIFTED

Management at LBC Radio (London) have held a meeting with representatives of unions and staff and the threat of industrial action has been lifted.

A major review of the operation is to be undertaken by the owners of the station.

## LUXY TO SEEK EARLY PRIME AUDIENCE

The new schedule just launched by Radio Luxembourg has been geared to attracting a larger audience for the station ahead of its traditional prime reach between 2200 - 0100 hours.

Amongst the new programmes are series involving Gary Newman and Jim Diamond 'being DJs' and a new programme hosted by former Laserette Liz West.

## SEALAND RADIO 'PROGRESSING'

Work to establish new commercial radio services from the tiny Principality of Sealand - 8 miles from the coast of the UK - are progressing well.

A start-date for early new year is being looked for the first station which would operate with 50kw transmitter power.

The station will provide national coverage of the UK as well as many parts of the continent.

## ASSOCIATION FOR BROADCASTING DEVELOPMENT DETAILS PLANS

The Association for Broadcasting Development (ABD) has been formed by the organisers of last July's Radio Applicants Group meeting, who believed that there was a need for a more broad-based representation to both The Home Office and The Government.

In a recent letter to all of the 260-plus groups who had applied for community radio licences, it was put that applicants were in fact united on two major points - that there is a demand, unmet by existing licenced radio broadcasters for different format radio stations - and that there is sufficient capacity in the frequency spectrum for a major increase in low power stations.

In the letter ABD also sought the views and comments of applicants through a one page questionnaire.

Paul Boon, Co-ordinator for the Association for Broadcasting Development and of the South London Radio Partnership, said: "The views of the 1985 applicants will form the basis of what ABD will stand for. So far the response has been most encouraging, replies are arriving every day from the length and breadth of the country along with many offers of practical support. I am so pleased, so many have taken the trouble to reply in such a constructive way. Clearly, this is a measure of how close the radio issue is, to everyone's heart. The next few months will be very interesting indeed".

With immediate effect the ABD says it is to undertake a forceful lobby of the Government from a united platform, it will seek to secure space on the frequency spectrum for a whole range of radio station types, it will develop fully workable plans for the different categories of station - so that the prime cause of the self destructive conflict in the radio lobby is eliminated. ABD also wants to cease the use of the word *community* - which it describes as a nebulous term often left open to mis-interpretation. The ABD will also incorporate the views and comments of the 1985 applicants who respond to their questionnaire and use the material gathered for a written submission to the Government's Green Paper.

## LATE NEWS

United States finance and engineering expertise is reported to be behind a new soul pirate station due to begin broadcasting in London in the next couple of weeks. The station will be launched at The Limelight Club, Crystal Palace. Dial location around 88MHz. Other stations said to be worried, including KISS-FM and SOLAR which is planning a return to the air soon.