

NOW RADIO

EVERY FORTNIGHT

£1

MARCH 10, 1987

22

SENIOR MANAGEMENT FIGURE QUILTS IRN

LBC/IRN shocked many staffers on Friday afternoon by announcing that David Wilsworth, IRN Editor in London, has resigned. LBC/IRN described his resignation as a lead to a re-organisation of its management structure.

John Perkins, who was Managing Editor of LBC/IRN, has assumed temporary responsibility for day-to-day management of IRN from last Friday until a successor is appointed.

Bill Coppen-Gardner, Managing Director of the operation, said:

"We will all miss David Wilsworth's experienced leadership at IRN where he has been the Editor for over three years. He will be extremely difficult to replace because of his wealth of experience as a highly professional and respected senior journalist. He indicated some time ago that he wished to resign and with sincere regret I have now accepted that resignation and asked John Perkins - himself an experienced senior journalist - to stand in until the Board approves a successor. The final editorial decisions will, of course, continue to be made by the Editorial Director."

David Wilsworth said:

"A re-shaped IRN and new ideas will certainly be needed to meet the imminent challenges of the future, particularly in a post-Green Paper scenario; a change here now will give my successor the time and opportunity to help plan and implement a new strategy for IRN which I know will be successful."

It is understood that Mr. Wilsworth received a 'golden handshake' to the value of some £25,000 from the company.

IRN - Independent Radio News - is a wholly-owned subsidiary of LBC Radio and provides a national and international news service to 48 stations throughout the independent radio system.

Recently the station called for a number of redundancies as part of a massive shake-up of the operation instigated by Chalford Communications. Chalford is mainly owned by the Australian Darling Downs TV Pty. They want to introduce new programming later this year.

PO Box 45 KETTERING
NORTHANTS.

NOW RADIO

Editor: HOWARD G. L. ROSE

Contributors: CHRIS ANDREW JOHN LEWIS PAUL EASTON GAVIN COOPER
BARRIE JOHNSTON STEVE HAMLEY ROB CHAPMAN CLIVE GLOVER

United States: GRAHAM KENNEDY

EDITORIAL COMMENT

Our last issue of NOW RADIO NEWSLETTER contained the main elements from the Government's Green Paper and some of the immediate reaction from around the country. Now, having had much more time to digest the entire content of the discussion document, and have somewhat detailed discussions with many key-figures, plus a chance to analyse the Paper page by page, we return with this issue to bring you more on this important issue.

One thing is very clear. The Home Secretary is to be asked from many quarters to give a forward timetable of how fast legislation could be passed to introduce the changes to the existign system...especially in area such as deregulation and introduction of the light touch regime for existing I.R. stations and the introduction of Community Radio and Specialist/Local radio services.

There is a school of thought that fears that it may take a couple of years before those who are ready today to broadcast can actually turn their transmitters on....legally.

As the C.R.A. said: "Never mind Green Papers...Let's get on with it."

HOWARD G. L. ROSE

SUBSCRIPTION RATES

| | |
|---|---------------|
| PERSONAL SUBSCRIPTION: 26 ISSUES (12 months) | £24.00 |
| PERSONAL SUBSCRIPTION: 13 ISSUES (6 months) | £12.00 |
| BUSINESS SUBSCRIPTION: 26 ISSUES (12 months) | £48.00 |
| OVERSEAS SUBSCRIPTION: 26 ISSUES (12 months) | £48.00 |

Published by: Now Radio Communications, P.O. BOX 45, Kettering NN16 0NW

Telephone: (0536) 514437 (24 hours)

All contents © N w Radio Communications 1987.

NOW RADIO

THE RADIO AUTHORITY: CHOICE OF THREE

CLIVE GLOVER
For NOW RADIO

The Green Paper makes clear that the Government thinks there should be a new Radio Authority. However, it also provides three options for the form it should take: the IBA, the Cable Authority or a completely new body.

Perhaps the only common ground between existing IR stations, the CRA, ABD and the unlicensed operators throughout the country is that, whoever it is, the new Authority should under no circumstances be the IBA.

Despite John Whitney's attempts since the publication of the Green Paper to tell anyone who will listen that the IBA has done such a wonderful job in creating nearly fifty new businesses and how tremendously cost-effective and efficient the IBA has been, support for his views has been conspicuous by its absence.

The idea that the Cable Authority could take over radio was widely leaked before being included in the Green Paper. The Government's justification was that the 'light touch' regulation practised by the Authority was what was needed by radio and that the CA could therefore be trusted to apply the same rules to radio (and, presumably, that the IBA could not be so trusted, steeped as they are in their bureaucratic and expensive ways).

However, there was clearly another reason: basically, the Cable Authority has very little to do. By definition, regulating with a light touch does not involve much work! Added to that, cable has largely been a flop; cable systems involve huge investments and slow returns and are unattractive to most companies with spare millions to invest. It is also looking increasingly likely that satellite-delivered TV (especially DBS) will take away most of the potential market. The Government was looking for something else for the Authority to do and radio seemed to be the answer.

I suspect that many people will support the idea of the Cable Authority 'taking over' radio because they approve of its light touch regulation and, perhaps, because they think it would be able to get things under way quicker than setting up a completely new authority. It won't - believe me! So may I suggest they ponder the words of the Home Secretary, Mr. Douglas Hurd who said that "radio is not television" and therefore needs to be treated differently. It's not Cable either, so I say:

Give radio its own, exclusive, Authority!!

'IMPROVED RECEPTION' FOR IR

On the same day he announced the publication of the Green Paper (25 Feb), Home Secretary Douglas Hurd also told Parliament that he had informed the IBA that the Government "will consider sympathetically" proposals to 'improve reception' on MF or VHF/FM in particular areas within existing independent radio coverage areas. It is not clear why this statement was made, but references to possible power increases or the construction of additional transmitters suggest that we may be in for yet more simulcasting....

IR LOOK TO COMMUNITY

NOW RADIO is receiving a number of reports, which we intend to investigate and report on of IR stations seeking involvement in community radio.....

NOW RADIO

LASER LATEST

The arrival of a new DJ from the USA next weekend will see Laser Hot Hits able to formulate what it hopes should be a regular programme schedule.

The latest signing will be Bill Reid, who comes to the offshore radio station direct from Major Market radio in the 'states.

The line-up will then include the other new man Jim Perry, from Maine, Paul Jackson, D. L. Bogart (currently on shoreleave), Brandy Lee, Johnny Anthony, Andrew Turner and John Allen on news output, along with Bill Reid.

BOB'S RADIO BID

Mr. Robert (Bob) Gunnell, who was the first station manager of BBC Radio Brighton, now Radio Sussex, is making a bid to establish an organisation to operate a community radio station in the seaside resort.

Bob Gunnell is now the Chairman of Brighton and Hove Community Radio Project.

Welcoming the Green Paper, Gunnell, 60, said: "The funding of Radio Sussex and Southern Sound [ILR] has turned them into regional stations. They no longer serve the needs of the people in Brighton and Hove.

"Who wants to know details of something happening in Hastings or Eastbourne when they live in Brighton?"

"The station we plan would be centered on Brighton and Hove, possibly reaching from Peacehaven to Shoreham, and would only cover things happening in that area.

"We would cover local affairs and ask local people for their views on issues affecting them."

"This kind of radio is an exciting prospect. It is radio for the people by the people."

Meetings to discuss programming policy and funding are to be arranged in the next few weeks.

ABD/IBA MEET DELAYED

The Association for Broadcasting Development called off their planned meeting with senior officers from the IBA on February 27.

Paul Boon, spokesman for ABD said they called off the meeting to allow both parties to carefully study fully the content of the Green Paper.

A new date is being arranged. We will carry a full report.

CAROLINE 'SPLATTER' IS A REAL PROBLEM

Unless Radio Caroline engineering staff manage to stop the 'splatter' from their signal on 558 kHz AM they are likely to shortly be in receipt of a hefty and official complaint.

The Caroline signal is blocking out reception of RTE (Ireland) on the adjacent channel as well as causing interference to other broadcasters.

Caroline have been informed of the problem.

One engineering expert told NOW RADIO:

"If their engineer made some slight adjustments to prevent this splattering he would discover his signal, on channel, would be a good deal stronger. At the moment they are just wasting energy with this interference."

NOW RADIO

TIMETABLE DEMANDED FROM GOVERNMENT OVER RADIO PLANS

The Government's Green Paper on the future of United Kingdom radio [Radio: Choices and Opportunities] which was published last month and detailed in the last issue of NOW RADIO NEWSLETTER [and receives more analysis in this issue] has caused many involved in campaigning for small-business, community and specialist interest format radio operation plans to call on the Home Office to publish a forward timetable.

There appears to be a fear that the policies either proposed or discussed in the Green Paper may be pushed aside with the General Election and that Government might again wish to 'push aside' radio legislation from the next Parliament.

The period for feedback to the Green Paper lasts until June 30th, 1987. Some say that it could take two, maybe three years for the necessary legislation to be drawn-up and passed through Parliament. This accepting the fact that the Conservatives will win the Election.

It seems that, by introducing the issue of national commercial radio, the Government has somewhat complicated the whole affair. Without that issue it seemed that simple, straight-forward legislation could either be passed or, even better, existing legislation could be used - perhaps with one or two slight amendments.

The lobby for small-business/community/local radio services [non-BBC] sees the cluttering-up of the Green Paper as their major problem.

"We had to put up with delay after delay before details of the Community Radio experiment were announced, then we had long delays before the announcement that the whole thing was being scrapped until after the publication of this Green Paper. Now it seems that we have to wait a long time for discussions on the whole radio industry. We are ready to go on the air, and like many others, must ask whether Mr Hurd realises how strong we feel. The Green Paper is very positive but we cannot wait years for the policies to be implemented. I am sure we, like others in the same situation, will have to carefully consider whether we can simply switch on now rather than be forced to wait and wait and wait." Said one former Community Radio applicant.

Such groups are questioning whether, as local radio development is Government policy or not, the DTI would mount a massive offensive against companies starting up ahead of the required legislation.

"Nobody wants to be seen to be breaking the law. However, when you may only be breaking the law for a short period of time, or simply because of the lack of available Parliamentary time, surely we have a strong case for getting ahead with our plans," said another potential operator and former unlicensed station.

An Industry Commentator told NOW RADIO NEWSLETTER: "Surely, if groups and companies followed their official plans, such as those they would submit to any radio authority for a broadcasting licence, there could be little argument? Say they paid taxes, VAT, National Insurance, received official planning permission, and provided official employment and operated open and above board, the fact that they didn't have a licence would be almost insignificant when one realised the Government hadn't yet had the time to pass the legislation required. Broadcasting this way, I believe, would be no more a crime than a London taxi driving around without a bale of hay in the boot, as required by some outdated piece of legislation."

NOW RADIO

If any station did decide to go on the air, and the DTI did decide to take action, it would be in accordance with the Wireless Telegraphy Act 1949, which states it is an offence for a person to instal and operate equipment for wireless telegraphy without a licence. Powers in the Telecommunications Act also give DTI servants the right to seize equipment pending a prosecution.

Stations would also have to ensure that they caused no interference to other, legitimate, users of the spectrum. Whilst the DTI often use this as an argument against unlicensed broadcasting, it is easy to avoid causing interference. There are several professional suppliers of transmitting equipment who can guarantee no problems in this area. The Home Secretary has already stated that there are many, many frequencies available for local radio services throughout the country - so the old argument claiming a lack of channels available has, after more than three decades, been demolished.

However, if the Government were able to state that the local radio development could go ahead without any further delay, thinking along these lines, for the first time ever, could disappear.

KFM ANNOUNCE PLANS

In response to the Green Paper the former unlicensed station KFM Radio [Stockport Community Broadcasting] is becoming a private limited company with the intention of providing a specialist radio service for the Stockport area.

KFM Radio says it sees the publication of the Green Paper as "a welcome stage in our four year campaign to introduce de-regulation into radio in the United Kingdom."

The company is planning to produce a highly researched submission to the Home Office and it is currently in discussion with the IBA, The Cable Authority, copyright bodies and other interested organisations.

Charles Turner, Managing Director Designate of KFM, says his company is planning to offer the Stockport area with the most innovative and technically sophisticated radio service "ever seen in the UK."

The company also plans, using its wide ranging technical expertise in broadcasting and electronics, under a licence from the Department of Trade and Industry, to establish a facility to develop technically advanced broadcast transmitters and ancillary products.

IBA TALK ON GREEN PAPER

The Director-General of the IBA, John Whitney, speaking on the publication of the Green Paper:

"The IBA welcomes the opportunity that this Green Paper offers for a constructive debate on the future development of national, local and community radio.

"The IBA believes that the debate on the future of radio should concentrate on how the interests of UK radio listeners can be best served.

He said that the Authority had promoted the successful development of the present ILR system and that the IBA had already proposed the introduction of Independent National Radio (though it had only spoken of one channel - and the Government is proposing up to three in the Green Paper) and it had proposed Community Radio.

Mr. Whitney said that the Authority believed "that a practical and properly ordered framework" needed to be devised on a basis of legislation which was fair to both existing and new broadcasters. He said he felt INR, ILR and

NOW RADIO

community radio should be developed together - and that would provide a strong economic base for the whole of non-BBC radio.

He concluded that the IBA felt it could best serve the public interest.

AIRC RECOGNISE NEED FOR RADICAL CHANGE

The ILR trade body, AIRC claimed that the much lighter regulatory framework for independent radio proposed by the Green Paper was a direct response to its two main submissions to The Home Office last year.

The AIRC also said that what it described as 'the novel short cut' to the provision of national commercial radio - by taking frequencies away from the BBC - needed closer examination. It said "It would be a pity if the idea had been born out of the Government's current obsession with cutting the BBC down to size, rather than the desire to aid the logical expansion of the independent sector."

Brian West, Director of the AIRC, said: "The AIRC is not against the eventual introduction of national commercial radio, but it has stressed that timing is critical for the existing IR stations. The Green Paper refers to 'transitional arrangements' for the existing stations, but does not explain what the Government means by this. Douglas Hurd has assured us that he will not permit the introduction of INR if he felt it would damage the existing stations.

"Independent Radio is improving in health, but not yet sufficiently robust to withstand the impact on its advertising revenue of a national commercial competitor, therefore we need the promised regulatory and fiscal reliefs for the existing system to come in well ahead of the national channel, or channels.

The AIRC says that whilst it had promoted the idea of a new, light touch authority for all radio, it felt that its members would have mixed reaction to the Cable Authority taking over the role of running all non-BEC radio.

The AIRC said that the move from one authority with divided loyalties (ITV and IR) to another (IR and Cable) is not the best answer for radio. AIRC says that some of its members would prefer to remain under the IBA.

Brian West, personally, says that he feels that non-BBC radio under the Cable Authority would work well. "For one thing, the Cable Authority was set up to regulate with a light touch; for another, radio would become, at a stroke, its larger area of responsibility; and for a third, I think we could have a very positive, expansionist relationship with such a body."

AIRC feels that having the BBC and the new radio authority operating bi-lateral frequency management, as proposed in the Green Paper, may not work as well as having one body managing the spectrum. It described the notion of the BBC trading frequencies with the independent sector as "fanciful".

AIRC also described the remedy suggested by the Government for the problems over the cost and controls on music copyright as "feeble".

These criticisms apart, AIRC says it viewed the Green Paper as a very positive document which should lead to a stimulating public debate about a medium whose importance has in the past been too often underestimated.

Brian West concluded: "The Green Paper has implicit in its pages F.O.R.C.E. - greater Freedom, greater Opportunity, greater Risk, greater Choice and a commitment to Expansion. The detail - especially timing - will need a lot of work done on it, but providing the Government listens to those who really care about this medium, it will be a Force for Good."

NOW RADIO

OPENINGS

Placement in this section of current radio industry job vacancies is free of charge as a service to our readership. Stations are asked to provide us with written details as soon as vacancies are known of. It is our policy to normally only carry details in one issue, so for those looking for work, it is a good idea to check back on the last couple of issues of the newsletter.

BBC RADIO LEEDS is looking to employ a JOURNALIST to work as a NEWS PRODUCER who has substantial journalistic experience. A Broadcasting background is also preferred. The job entails compiling and reading news bulletins and hourly summaries as well as reporting and generating news and copy on your own. Must be a good interviewer, too. A good microphone voice and driving licence are essential. Salary £10,412 - £14,725 plus an allowance of £597 per annum. Ref: 6822/NOW RADIO.....

BBC RADIO LEEDS also has one of those rare openings for a PRESENTER for hits and drive Breakfast Programme. Good Morning Yorkshire offers a six month contract and an attractive salary to the right person. Radio Leeds say they want somebody who is bright, intelligent, knows news and current affairs and has a knowledge about music - 45's and albums. Cassettes and CV's should be sent as soon as possible to Geoff Talbott, Station Manager, BBC Radio Leeds, Woodhouse Lane, Leeds, LS2 9PN. Closing date is Wednesday March 18. You should also send a stamped, addressed envelope for the return of your cassette.....

BBC RADIO MANCHESTER has a vacancy for a REPORTER with at least two years journo experience, a good microphone voice and a driving licence. Salary range £8,854 - £11,110. Ref: 6835/NOW RADIO.....

Hull-based VIKING RADIO seeks an experienced SPORTS PRESENTER to cover soccer, rugby league and cricket. Demo tape and c.v. to Colin Palmer, Head of News & Sport, Viking Radio, 1 Commercial Road, Hull, North Humberside, HU1 2SG.....

Just down the road, BBC RADIO HUMBERSIDE is looking for a PRESENTER for its flagship Breakfast Programme. Experience plus a good interest in news and current affairs and a fine knowledge of popular music are amongst the qualifications needed for this job. You should send a cassette, CV and details of your current salary to The Programme Organiser, BBC Radio Humberside, 63, Jameson Street, Hull, HU1 3NU.....

A BROADCAST ENGINEER (AM & FM transmitter experienced) is urgently required by a mid-east radio station. Good salary. Immediate placement. If you have what it takes, please write or telephone Now Radio Communications, PO Box 45, Kettering, Northamptonshire, NN16 0NW. Telephone [0536] 514437.....

NOW RADIO

DUTCH AUTHORITIES RE-FIT PIRATE SHIP

The m.v. Magda Maria is currently having broadcasting equipment refitted and brought back to operational standard by the Dutch PTT - the official telecommunications agency.

The vessel was arrested a few years ago by the Dutch Navy whilst it was in International Waters and flying the flag of Panama. A major long-winded Court battle began and last year it was ruled that the arrest was, in fact, illegal. The Dutch Government was forced to allow the vessel to leave Holland. The owners of the radio-ship, which had only made brief test transmissions, demanded that the equipment removed by the PTT was returned and put back in working order.

The owners of the vessel now intend to see work completed before sailing her back to International Waters where she will be offered for sale as a going - concern.

SEA BILL WILL MEAN DANGER

A Bill before the House of Lords at the moment [detailed in our last newsletter] will mean that any radio ships anchoring off of the English coast will have to put themselves outside the protection of sandbanks if they are to be free of possible arrest by UK Customs.

The Territorial Sea Bill is designed to extend United Kingdom Territorial waters from the present 3-miles to 12-miles. At present there is also a 12-mile fishing/customs zone in which the United Kingdom has some powers of arrest for certain offences.

The radio ships, Ross Revenge and Communicator, anchor just outside that 12-mile zone. However, if the new Bill became law, the current 12-mile fishing/customs zone would become the new limit of UK waters - and the fishing/customs zone would extend a further 12-miles from that point.

The radio ships currently anchor in the Knock Deep channel, with the Long Sand to their East and the Kentish Knock to their West. This provides some protection in all but strong North Easterly gales and storms. The introduction of 12-mile territorial waters would mean such ships having to move farther out to the open seas.

EUROPA RADIO HIRES TOP NAMES

The tentative name for the new offshore radio station which will operate from the m.v. Nannel is to be Europa Radio.

The dance-music formatted station will be broadcasting programmes by some of Hollands top deejays. They include Peter Van Dam, Tom Mulder (Veronica's Klaas Vaak), Kas van Iersel (Kas Collins) and former Radio Monique DJ Ron West.

The new station will anchor in International waters off of Den Haag (The Hague) and be broadcast on AM with 10,000 Watts output.

The Nannel was originally purchased to be used to house Stereo Hits 576 and will become the biggest ever commercial offshore radio ship to be launched.

At present the vessel is undergoing final preparations in Santander, Spain.

In the last issue of Now Radio Newsletter we may have mislead readers by suggesting that 'a former Laser Radio' person was involved with this project. To the best of our knowledge, following further investigations, we believe this to be untrue.

NOW RADIO

OFFSHORE RADIO

LASER RUNNING AIDS AWARENESS CAMPAIGN

A major AIDS awareness campaign starts this week on Laser Hot Hits 576. A spokesman for Radio Waves inc, the U.S. based advertising sales representatives told NOW RADIO NEWSLETTER that a series of recorded spots had been created by a professional copywriting and production team.

The spots, which will initially air ten times per day, will tell Laser's audience "Get the facts right about AIDS...play it safe..." and conclude "Use a Condom..."

Laser Hot Hits promised the campaign a few months ago - as it did the anti-drugs campaign which it has been running.

Laser, with its young audience, is an ideal medium for the AIDS awareness campaign.

YOUNG...BUT A PROFESSIONAL

Laser Hot Hits' latest recruit to its ever-expanding broadcast team is 'Jungle' Jim Perry. Though only 18-years-old Perry has been working in pro radio continuously since he was 14.

His last gig, ahead of joining Laser, was with a major Contemporary Hit formatted station in the United States of America.

Jim Perry replaces D.L. Bogart, who is taking shoreleave at the moment.

IBA LIFT SUNDAY SPORT BAN

The Independent Broadcasting Authority has lifted a ban on commercials for Sunday Sport newspaper, one of Laser Hot Hits' biggest advertising clients at the moment.

However, the IBA has left the decision whether to carry Sunday Sport commercials, to individual ILR stations.

Sunday Sport will remain with Laser where it receives 'live read' promotions by deejays.

Sunday Sport launched in Scotland last weekend - and publisher David Sullivan plans to launch the paper as a daily later this year.

It is reported that some ILR stations have refused to run commercials for Sunday Sport.

ANTENNA READY IN WEEKS

Laser engineers hope to be able to switch to full power within weeks and provide what they call a "healthy" signal running about 25kW output on their channel of 576kHz.

Work will take several days to build the new system, which replaces the previous two tower system which fell during a storm some weeks back.

The new system is based on the Radio Veronica/Norderney design using two towers and a 'T' antenna system with some modifications.

Each tower will be in one section, thus avoiding weak points caused in the normal assembled towers.

The station continues to operate, using the temporary emergency antenna, on low power until completion of the new system.

As detailed in the last newsletter, advertisers are paying, on average around fifty percent of the standard rate card, whilst power is reduced.

ST LUKES IN
STERFIELD

MEMO

Now Radio
PO Box 45
KETTLEING
NORTHANTS.

£1.00 for Sample Copy

HUMBER MERCHANTS

Parkinson Avenue,
Scunthorpe. Tel: 860331

AND AT:

Unit 3, Manby Road, Immingham. Tel: 76406
Unit 6 East, Northumberland Ave., Hull. 1
Warren Road (Calor), Scunthorpe. Tel:

NOW RADIO

WYVERN 'SMALL' PROFIT

Norman Bilton's Radio Wyvern has recorded a small, yet significant profit of just over £30,000. After tax, the station showed a balance of £12,756. Turnover at the Worcester-based independent station was £484,098 - up a small degree on the previous year.

The station had a poor year for income from national accounts. National advertising was down 15%. The station is now talking to all sales houses in an attempt to see if the position can be improved.

Local advertising was up by around 17%.

COMMANDER CLAIMS MERGER IS ONLY WAY OUT FOR EAST ANGLIAN INDIES

Commander John Jacob, Chairman of ailing Suffolk Radio Group, which owns and operates Radio Drwell and Saxon Radio, has told the stations staff at Ipswich and Bury St Edmunds that a merger with Norfolk's Radio Broadland is the only way to rescue the station without massive cutbacks, financial restrictions and job losses.

He told staff that in the last two years national advertising revenue had halved - and the picture now was of a continuous decline.

Jacob claimed that any merger with Broadland would not affect the local output of either Drwell or Saxon - though staff are fearful of jobs going at both stations.

Locally Ken Weetch, the Ipswich MP and town Mayor have launched protests at the proposed takeover.

The IBA would have to approve any merger arrangement. [details in past issues of the newsletter].

LORD ON AIR

Lord Olivier will be making his first appearance on BBC radio for over thirty years when he performs a monologue on May 22.

The programme will be aired by Radio 3 on Lord Olivier's 80th birthday.

EDEN HITS AT MANAGEMENT

Robb Eden, former offshore radio DJ and ILR production manager, now operating his own production company, says radio station management place a higher degree of responsibility on their programme and news staff, and not enough on their production teams, even though the three elements the public hear most are programmes (mostly music), news, and commercials.

He says it is about time station management attracted back professionals with the offer of better money - and gave them responsibility to produce better radio commercials.

Robb Eden says he believes that the commercial production manager should sit alongside the programme, news and sales directors at management meetings.

JOY FOR PEACE

24-year old Stephen Joy of Huntingdon, Cambridgeshire, is the latest DJ recruit for the mid-east music offshore station, The Voice of Peace.

He flew out to join the station today [Tuesday].

NOW RADIO

ABERDEEN STATION REPORTS PROFIT

National advertising was down in the last financial year, through until the end of last September, at Aberdeen's NorthSound Radio, and local sales increased.

The net result is a profit for the station of £25,480 - an increase of around 25% on the previous year.

Turnover was at £850,000, an increase of nearly £70,000 on the last accounting period.

BURNETT TO MARKET ORBIT INDIES

Broadcast Marketing Services has contracted Leo Burnett to draw up detailed marketing proposals for the independent radio stations to be sold as London Orbital Radio.

BMS made approaches to several companies last year. Leo Burnett has formed a new and individual media consultancy unit for the operation.

SOUTH EASTERN STATION LINK

Discussions have been continuing between senior management involved in BBC Local Radio services in South Eastern England to see if an idea for shared evening transmissions could become a reality.

The talk is of an evening magazine programme, which would also include local news input, despite the costs involved.

Radio bosses are thinking along the lines of a programme which would be produced and presented from the studios of BBC Radio London. The service would allow individual stations to stay on the air, rather than relaying Radio Two, until midnight or 1 a.m.

The stations involved would be Radios Bedfordshire, Cambridgeshire, Kent, London, Norfolk, Northampton, Oxford, Sussex and Essex.

NOW RADIO understands similar plans for a service for the North of England have been under discussion.

CAPITAL RESEARCH

Capital Radio claims, from research carried out by Saatchi and Saatchi, that advertisers should use their station, as well as Thames/LWT TV, to reach a good share of the London young and upmarket audience, in the area.

advertisement

WANTED!!!

CLIENT SEEKS RECORD LIBRARY COLLECTION, MUST COVER 1950 - 1970's PERIOD. MUST BE IN GOOD CONDITION, BOTH TOP 40 AND NON HIT SONGS REQUIRED. ALSO LPs FROM 60's.

LISTS PLEASE TO:

Dept SG, Now Radio, PD Box 45, Kettering, Northamptonshire, NN16 0NW

NOW RADIO

RADIO: CHOICES AND OPPORTUNITIES

THE FOLLOWING ARTICLE IS CARRIED AS A PART OF OUR CONTINUING POLICY OF EXPLAINING TO PROSPECTIVE BROADCASTERS THE GOVERNMENT'S GREEN PAPER AND THE METHODS OF PREPARING TO MAKE AN APPLICATION FOR A LICENCE, AS A PART OF THIS SERVICE WE SHALL ALSO BE CARRYING SPECIAL FEATURE CONTENT ON PROGRAMMING, SALES, MANAGEMENT, EMPLOYMENT OF BROADCASTING STAFF, TECHNICAL MATTERS, ETC.

In this particular feature we have taken a careful look at The Green Paper recently published by the Government and we have edited out the main points directly relating to proposals and effects on community/third-tier/small business/community-of-interest/neighbourhood radio.

This exercise shows a clearer picture of the proposals and possible developments for this particular sector of sound broadcasting than is possible when reading through the entire document, end to end, with its mixture of issues involving national, regional and local broadcasting.

It is our hope that you will find this article useful.

COMMUNITY RADIO

Community radio should be introduced throughout the UK, finding its place side by side with the existing local commercial radio stations under a new form of light regulation which they would share.

There is considerable interest, says the paper, in the development of community radio. The Government believes that there are worthwhile aspirations here which it should meet and which the supply of the broadcasting spectrum will enable it to meet. New opportunities for a wide variety of services should be offered; whether stations flourish or not will depend in the main on their own efforts, and their own programming choices and judgements, and the support of the audiences they aim to serve. The Government welcomes the prospect of a rich variety of services capable of meeting a wide range of consumer tastes, including those of minority communities. Given the range of local circumstances throughout the UK, the Government sees no need to stipulate that all community stations must conform to a set size, degree of professionalism or commercial or programming approach. They would be responsible for their own programming, financing and transmitting, rather than supplying services under contract to a public authority as ILR stations do now.

FREQUENCIES

There are sufficient local frequencies available or in prospect for both community radio stations and the present local stations to take their place side by side under such a lighter system of regulation.

As to the frequency position of the new services, the clear presumption must be in favour of just one frequency for each local station. On the other hand, the more dynamic stations might well be able to provide enough distinctive programming to justify the use of more than one frequency, particularly if little use of the other could be expected in the area concerned.

NOW RADIO

How many stations there would be in each area and what they would sound like would depend on the overall frequency position, the number of groups or companies wanting to broadcast, how they propose to meet local tastes and interests and the financial support they could attract.

New legislation would permit the radio authority to issue licences to stations for a renewable period of a maximum of eight years. There would be no contractual relationship between the stations and the authority.

PROGRAMME CONTENT

The Government believes that stations should be required to ensure that any news given in whatever form in programmes is presented with accuracy and impartiality and that expressions of the views and opinions of the persons providing the service on religious matters or on matters which are of political or industrial controversy or relate to current public policy should not be permitted. The stations should also be made to avoid allowing the views and opinions of particular persons or bodies on such matters to predominate. Content of programmes should not consist of any material which offends against good taste or decency or which is likely to encourage or incite to crime or lead to disorder or to be offensive to public feeling.

Stations would also be required to deliver the kind of services which they had promised when applying to use the frequency.

These standards should be sufficient to prevent abuse without restricting stations' freedom to make their own programming decisions. Something on the lines of the condition where stations would be required to deliver the kind of services which they had promised when applying to use the frequency seems to be needed to ensure that stations are not assigned a frequency under a false flag, though the authority will need to take a sympathetic view of genuine developments in programming. A successful radio service must be regarded as something organic, it is the product of ideas and imagination, and not a mechanical formula.

OWNERSHIP

The Government believes that the authority should not license stations owned or financed in whole or in part by political parties or public authorities, or by a body whose objects are wholly or mainly of a political nature, or which is affiliated to such bodies. The authority would also have a duty to secure that no licence was given to a voluntary or other organisation which by reason of its funding or otherwise, appeared to be subject to the control or undue influence of a public authority, a political party or a body whose objects are mainly of a political nature.

The authority would have a duty to prevent ownership or control by non-EEC individuals or companies.

The Broadcasting Act 1981 contains a number of provisions designed to give the IBA power to prevent concentration of ownership or editorial control of broadcasting and related media, and in particular to prevent the accumulation of newspaper shareholdings in ILR where these produce results contrary to the public interest. It might be thought that these controls are no longer needed at the local level. But, says the Green Paper, their total removal might produce results which are not consistent with fair competition for audiences and the concept of maximum diversity of consumer choice. One solution, on which the Government would welcome views, is that the authority should have no power to prevent changes in ownership [except where they would conflict with previously

NOW RADIO

stated arrangements], but it would have a reserve power enabling it to withdraw or re-advertise a licence where a failure to maintain the promised performance resulted in a reduction in consumer choice in the area concerned. Such a decision would of course be justiciable.

FINANCIAL

Each station would arrange its own funding. Advertising or voluntary subscriptions or donations would be obvious sources of income. The radio authority would be required to draw up a code regulating advertising on the same general lines as that now operated by the IBA. The Government also believe that there should be a ban on political advertising, on the lines of paragraph 9 of the IBA Code and section 12[2] of the cable & Broadcasting Act 1984.

Sponsorship is another potential source of funding.

The radio authority might undertake very selective monitoring of output. The main trigger for enforcement of action would be listeners' complaints. In its licence, the authority would include conditions requiring stations to keep tape recordings [with a view to investigation of alleged breaches of licence conditions on programme content] and to provide reports on complaints.

In order to enable the authority to exercise supervision in an effective and credible manner it would need to have available a range of sanctions. While ultimately it would be able, for serious or persistent abuse, to withdraw a licence, it will also need power to issue formal and informal warnings; to insist that transcriptions of its recorded output be submitted for a period on a routine basis; and to suspend the licence or to shorten the period for which the licence runs.

SPECTRUM AVAILABILITY

The frequencies allocated to the new radio authority for the new stations would come from the spare frequencies now available [including those set aside for the expansion of the ILR network], the gradual withdrawal [subject to existing contractual commitments] of simulcasting facilities where these could not be justified, from the additional VHF spectrum available between now and the mid-1990's and possibly from using the VHF spectrum set aside for use by national commercial radio in 1990 if it becomes clear either that the demand for such does not exist or that problems relating to funding it by advertising are such to make it preferable for the channels to be used for local services. [This latter suggestion seems unlikely following the interest of the advertising industry and potential operators, such as Red Rose and Chalford communications].

The new radio authority would need to exercise judgement both in drawing up an incremental plan for the orderly geographical development of local radio, and in decisions on coverage areas consistent with frequency availability and the need to avoid interference. Having drawn up such a plan, the authority would then invite applications to provide a radio service. It would be for the authority to decide which applications would be granted for which areas, and to assign frequencies and set technical standards.

AWARDING LICENCES

The criteria which the authority would use would include financial viability, local audience demands and the extent to which new services would

NOW RADIO

enhance the range of programming and the diversity of consumer choice. It does not make sense for the Government to try to set out in advance how many stations of what size there should be across the UK. But, in due course, and developed gradually, there could be several hundred new stations of different sizes across the country, all of course subject to their ability to pay their own way.

TECHNICAL STANDARDS

The Government does not see the need for the radio authority to exercise controls over the type of performance of broadcasting equipment, other than those necessary to prevent interference to other users of the radio spectrum. To avoid stations increasing their power the authority would need to place in any licences it issued detail of maximum permitted operating powers for transmitters and allowances for bandwidths, etc. Stations would also have to take care not to cause interference to other users as a result of poor engineering.

On both technical and frequency matters, the radio authority would have available to it technical advice from the Radiocommunications Division of the DTI.

The various costs incurred by the authority, including those in connection with enforcement of licence conditions, will need to be recovered through licence fees.

THE WAY AHEAD

On the day of publication of the Green Paper there seemed to be a fear from some quarters that the long campaign for community radio had been lost. Now, with enough time to carefully study the proposals, most prospective radio station licence applicants will discover that the future is not only for small-scale community radio stations, on a limited basis, but for a wide variety of stations.

The method of funding, managing and programming will be left up to each and every applicant group. This, we feel, is far more healthy than the imposition of severe restrictions on the content, style of management and number of services.

It should be possible, in most cases, to see a station of the kind envisaged by the Community Radio Association operating alongside other stations providing local radio services on a commercial basis.

There seems to be a couple of important things that those of us who want to see progress should now be doing...

1. We should, if we agree with the proposals for Local Radio in the Green Paper, write and tell the Home Office. Remember - we must keep the issue alive. Every letter counts. Every letter keeps our issue alive.

2. We must ask the Home Secretary to rush the required legislation through Parliament. We have waited a long time to get this far. Many could begin broadcasting within weeks - so the prospect of having to wait another two or three years is almost impossible to imagine. Write to Mr Hurd and ask him to work as hard as he can for us...and our future listeners...

HOWARD G. L. ROSE

NOW RADIO

U.K. RADIO

SAVINGS FOR BBC RADIO

Savings, and not cut-backs in services, seems to be the order of the day, following the recent conference of the BBC's Board of Governors and board of management.

News and Current affairs output is to be boosted by the Corporation, by making savings in other areas.

The Corporation also want to press ahead with the development of the VHF/FM network for Radio One.

Regional BBC services may be in for a change financially. Regional Heads, from Scotland, Wales and Northern Ireland and the English regions have been asked to prepare presentations for intergrated management of both radio and television. It appears the Corporation wants to issue regional budgets and give a great deal of autonomy on how the budget should be spent within a region.

RED ROSE & AUSSIES TO BE IN RUNNING FOR INR

Preston-based Red Rose Radio Group, which owns stations in Preston/Blackpool, Leeds and Newport/Cardiff, has joined with Chalford Communications to prepare a bid for one of the national commercial channels proposed in the Green Paper.

Chalford Communications is 93% owned by Darling Downs TV of Queensland, Australia. It has shares in LBC, Marcher, Radio Forth, Beacon Radio, Radio Trent, Leicester Sound, Southern Sound, Invicta Radio, Radio Mercury, Radio Orwell, Saxon Radio, Radio Broadland, Moray Firth Radio, Ocean Sound, County Sound, GWR, Wiltshire Radio, Capital Radio, Radio Tay and Chiltern Radio.

Chalford also own Independent Radio Sales [IRS] which sells to national advertisers.

Surprisingly there are no share interests between Chalford and Red Rose Radio. IRS does sell for Red Rose's stations in Cardiff (Red Dragon Radio) and Preston (Red Rose Radio).

BROADCAST UNION HITS OUT AT GREEN PAPER

The broadcasting union BETA has claimed that the Green Paper on the future of United Kingdom radio will result in cut-throat competition, more losers than winners and threaten established broadcasting institutions.

The union claims that the public service element within BBC radio services would be under threat if new competition were allowed to develop. The union attacked the Government for not spelling out how the BBC's future would be safeguarded financially and in programming terms.

It also criticized the Green Paper's discussion of small business rather than community radio.

NOW RADIO

AIR PERSONALITIES

Dan O'Day
in Los Angeles
For NOW RADIO

For those of you who were unable to attend September's RCPC gathering in Dallas, here are some of the highlights of the "Show Prep" panel. The panel was comprised of Ross Brittain of Z106/Philadelphia, Chuck Buell of KRXV/Denver, and Terry Moss of Transtar.

OPENING COMMENTS

RB: To my mind, the biggest thing about a morning show is how it flows. Preparation probably is the single most important key to making it flow. For the last several years I've been using a computer to help me. We go into the studio every day with five pages of single-spaced, typewritten information: Today in history, Celebrity Birthdays, trivia that is generic in nature - things that don't vary a whole lot from year to year. To that we add the prerecorded bits that we did the day before - or the week or month before - and to that we add the phone calls we get and the drops and everything else. And that's what makes the show what it is.

CB: I think probably the first thing that needs to be done is to sit down with your programme director and say, "What is it that you foresee in this particular show?" Granted, they have more than likely hired you because you allegedly know what you're doing, but you need some direction. He may want you to be more of an expert on music. He may want to be sure that you touch content in your local market more.

The other thing is it doesn't really matter what kind of a show you're doing, even if you're doing a high liner-card format, where you've got those locked in pretty well. It still gets down to how you do them or how they tie in.

Show Prep is not a matter of sitting down for two hours a day and saying, "All Right, I'm going to do my homework for tomorrow." I think it's important that part of that is done, but show prepping is done constantly. If you talk to anyone who's doing mornings, particularly, they're horrible people to read a newspaper or magazine after. They'll find something in there, and it's ripped to shreds. Anything that you read - whether it's the airline magazine when you're flying back home or whatever - it's a source of material that you work into the show. It's something that needs to be done every day.

UNIVERSAL BITS

TM: (Terry first administered a simple, 5-question quiz. Almost everyone managed to miss at least one of the "easy" questions on the quiz) Throughout our lives, we all go through this. We sit around, we talk about something, and somebody doesn't get it. It's probably you at one time or another, with your friends. You don't understand the joke, you don't follow the teams. Everybody laughs, everybody agrees. You probably do, too, but you don't feel like you're part of it.

The point I'm making is this: Sometimes you can go a little bit too far, when you're talking over the heads of your listeners. You want to find the most common things - not the 12-year-old mentality, but things that everybody can relate to. If you assume everyone knows what that big word means or who the newsmaker you're referring to is, you're alienating a lot of people. And they

NOW RADIO

don't have a support team around them. They are listening alone, and they have a dangerous weapon: They can tune you out. Bam! - and your show is history.

CB: Whether you've got a hot recorded bit or a hot audience participation bit, 25 minutes later you've got new people listening who just tuned in and heard something going on. You have to be prepared to reiterate what it is that you're doing without making it sound redundant and without it sounding announcerish, like, "Well, today we're doing this. "Instead you can say, "Boy, we've had fun this morning with this; we're trying to do that David Lee Roth thing. I can't do it, John can't do it. Terry, you can try it." You can't just continue without being prepared to let people know where you are.

DETAILS OF SHOW PREP

Audience Question: What do you do before and after your shows at the radio station on a typical day?

RB: I get to the station at about 4.30 for a 6am start. I go through the daybook on AP to find out what stuff is happening around town. I'll go through the sports and weather and type them up. Then I'll clip the daily papers. After the show I'll go into the studio or a dark room somewhere and write for a couple of hours and then go produce a couple of bits for the next day. I usually wind up leaving at about 3.00.

CB: I think with very few refinements, that's going to hold true with anybody. You have to look at stuff before you go on the air. You've already got your show laid out, and you can use the local newspaper to fill in the holes. Afterward, the best thing I find to do is to take what you did that day, sort it out, take out the stuff you didn't use that it still good for tomorrow, throw away what isn't, and file what you need. If you're going to write bits, that might be a good time to do it.

If you're not a good writer when you finish a show because you're just exhausted, the key is to find the time that works best for you. I find I can get a lot done away from the station, at home, when it gets down to writing things. Wherever you do it, the important thing is that you do it. And if anyone gives you a hard time about how there have been days when you bailed out at 10.05 and what an easy gig you have, let them know they're wrong because you may be doing three or four hours at home.

TM: I do almost all of mine at home. I feel more comfortable. Even though we're provided with a place and a typewriter and a subscription to everything ever published, I just like my own environment. I do everything at home, bring it in in a notebook. It takes me 45 minutes to get to the studio, so I almost always listen to the news station while I'm driving in to get my own mental update, to make sure I'm aware of what's going on in the world.

TELEVISION

RB: If you watch TV, watch it with a pen in your hand, because a lot of times the TV shows that everybody is watching, you'll watch too...and there'll be a question that you can use the next day about something that happened. You can follow the TV ratings, breaking it down night by night to find out what the evening's most popular programme is, watch ten minutes of it, get a trivia question from it, and then do whatever you want.

TM: Another good trick, when you want to catch something that's on while you're on the air or just don't want to watch is to make a cassette recording of the soundtrack of *The Tonight Show* or *David Letterman* or *Dynasty*.

NOW RADIO

There you have an audio version of what's happening on television, and you can just stick it in your car's tape deck when you're driving down to the 7-11.

Audience Question: How do you prepare for a Graveyard show when the newspaper for the following day hasn't come out?

CB: You can't limit yourself to just one source. You don't have the option of getting a newspaper; the next best thing is to look at your news wire. They send a lot of stuff across. Any other publication that you have you can still use...for entertainment news, etc, there's a ton of sources to use for show prep. Don't limit yourself. If you don't have a newspaper, find other sources.

Audience Question: What about using tabloids - like the National Enquirer?

CB: I think I'd be careful how I use that. There are some stories in there that it's hard to figure out of they are totally accurate. The approach can be, very simple, "Did you see the Enquirer today...?" That way you would protect yourself, rather than coming on some morning and saying, "They found a baby alien in Sweden! It's in the paper!"

TERRY'S SECRET SHOW PREP DEVICE

TM: How often has the record ended at the same time that the traffic girl came in and the hotline rang and the next cart machine just lost power and you lost what you were going to say? You didn't write it down on a *blank sheet of paper*. I don't know how many disc jockeys I've watched who don't have a blank sheet of paper handy to make a note. How are you going to phrase two words to get from that song to the next bit? Well, make a note; write it down and you've got it in front of you!

Audience Question: What about non-drivetime jocks? How can they make themselves intergrated into the community?

CB: Two immediate ways: I'm assuming you have at least one weather set per hour. The weather affects us all. A tie-in to the sporting event - or, if you don't have sports, a tie in for any local event - may be of interest. You don't have to do a bit. A lot of personality radio misconceptions deal with the idea that you have to do a lot, talk a lot. Personality, many times, is *how* you say something. You take weather and tie it into an event. If you've got artist information, you can tie it in when you're back-tagging your music or when you're doing a tease for the up-coming six in a row. If you'll talk to your programme director, I think you'll find most of them are looking for a bit of that.

TM: Whether you're doing a full-bore morning show or midnights, you still have to be aware of what's going on in the world. Sometimes it's just a word. If that word relates to what's going on in the world and fits into the 7-second intro, then you have to prepare for that: "If you're going to the Sprinsteen concert, bring your umbrella."

NOW RADIO

HEREWARD RECORDED MONSTER LOSS

Hereward Radio recorded a massive loss of £300,000 during the two years until the end of September last year. The station, which originally operated out of Peterborough, and later took the extended franchise area with studios in Northampton, was forced to sell the Northampton part of its enterprise at the end of last year.

The Chiltern Radio group bought out the Northampton operation for £257,000 and formed a new 'station' Northants 96. That service was started in December.

!PU KCOC A TAHW

Hardly had the ink dried on our report that Severn Sound managed to play an overnight continuous music tape back to front, than we received reports that DJ Christopher Musk had been in trouble!

Musk, probably still suffering the effects of so many years being locked away at Manx Radio, or, perhaps of presenting a Swansea Sound children's programme called '99 Bonk!', managed to pop out to the loo and return only to discover he had forgotten the new security number for the studio door!

Christopher was forced to contact a fellow-employee to find out the number. No, it wasn't 999.....!

24 HOUR SEVERN

Gloucester-based Severn Sound has gone 24-hours a day after hiring Paul Seed to host the 2 - 6am airshift. Seed joined the station from GWR where he worked in commercial production.

Paul Seed can be heard each night, except Sunday and Monday, when the station airs non-stop music from tapes.

CAIRNS COLLECTS KENT COUNTY COPY

Michael Cairns has joined BBC Radio Kent to cover the east of the county for the stations news operation. The 26-year-old joined the Chatham-based station from Downtown Radio in Belfast. He had been with DTR for five years.

STEAD TAKES SUNDAY AIRE SHIFT

Paul Stead, who has been a regular over night jock with the station, has taken over Radio Aire's Sunday afternoon sport 'n' music programme. The show runs from 2pm until 5pm.

The shift was vacated by Carl Kingston, who remains with his evening 7pm - 10pm programme and a Saturday night Soul show which runs 6pm - 8pm.

Stead will continue with overnight shifts, but that team has also been added to by the arrival of Hull DJ Barry Glanville.

Trish Roberts, who often appears on tv, also hosts the overnight shift on Sunday mornings.

POWER HIKE FOR COMMERCIAL RADIO

The Home Secretary has told the IBA that certain IR stations will be able to increase transmitter power on FM to 'plug' some gaps in primary service areas.

NOW RADIO

RED ROSE TO JOIN USM

The Red Rose Radio Group, based in Preston, Lancashire and which has substantial interests in stations there, in Leeds, West Yorkshire and Cardiff, South Wales, will join the Unlisted Securities Market later this year.

Profit for the group (Red Rose Radio, Radio Aire and Red Dragon Radio) have been recorded at £571,000 to the end of the latest financial accounting period to the end of September last year. The figure is up 40% on the previous year. Operating profit was £337,000.

The group has also stated that the first quarter of the 1986-7 year (starting October 1st 1986) are dramatically up.

The station has also been pushing increases in audience ratings.

Red Rose say that losses at both the Cardiff and Leeds stations have been eliminated. Turnover at Radio Aire was increased by 38%. At Red Dragon it was up 70%.

Red Rose has recorded increased profits in each year since it began broadcasting in 1982. It recorded an individual increase in turnover which was up 44%.

A CHANCE FOR ARCHER FANS

The Sunday Telegraph is running a competition to find the country's most avid fan of The Archers. The winner will be able to appear in the Radio 4 programme.

The competition was backed by some radio advertising.

THOMPSON TO POLY POST

Outgoing IBA Director of Radio, John Thompson, has been appointed visiting Media Professor at Lancashire Polytechnic.

Mr. Thompson retires from the IBA in May. He is being replaced by his deputy, Peter Baldwin.

Lancashire Polytechnic offers vocational post-graduate courses in radio, tv and newspaper journalism.

BIG BEEB SPEND

BBC Radio is spending £900,000 refurbishing the 24-track drama studio facility in Bristol.

FREE CATALOGUE

AIRCHECKS, WILD TRACKS, PRODUCTION MUSIC, BOOKS,
COMEDY... EVERYTHING FREE IF YOU REQUEST ON RADIO STATION
LETTERHEAD... OR ENCLOSE TWO DOLLARS (U.S. FUNDS).

O-LINERS
1237 ARMACOST AVENUE
SUITE #6H
LOS ANGELES
90025
U.S.A.

NOW RADIO

ROSE'S RAMBLINGS

DISCUSSIONS BETWEEN THE MAIN CONTRIBUTORS AND A NUMBER OF NEWSLETTER READERS HAS GIVEN RISE TO THE FACT THAT WE SHOULD MAINTAIN OUR 'CHATTY' APPROACH TO MATTERS OF CONCERN AROUND THE INDUSTRY. HOWARD G. L. ROSE, OUR EDITOR, HAS TAKEN ON THE TASK FOR THE MOMENT.....

Why do BBC Local Radio stations have to play music? Why do they feel they have to lower their standards by linking every item of speech with something from the top-forty, or the latest stream of 45's from BBC Records? I know that I am not alone in asking this question - indeed I've spoken to a number of on-air staffers in the BBC who actually provided me with the idea of finally asking this question here in the newsletter!

With so little needletime, anyway, it's pointless at 'having a bash at the ILR' station by copying them. Why copy the ILR, anyway? Does the BBC really think that what the commercial station across town is doing is really meaningful wireless? Surely not?!

I must admit, when I'm either at home, in the office or moving around the country, I tend to want to tune in to the BBC Local Radio station to find out more about the area. They used to be the stations where, whilst you may hear some music, now and again, they were not afraid to provide hour after hour of speech programming. Parish Pump and a bit twee it may have been at times, but it was speech, and it was, in the main, local. You could learn.

Today, tune to the BBC Local Radio station and you'll hear some chap who often sounds very young and who really sounds like he would like to be working on ILR! "Back after this break..." "Coming up on the show..." "News and Weather together..." Rot!

Do the Programme Controllers in BBC Local Radio not realise how the audience for Radiko 4 grew and grew after the introduction of ILR? Why? Because there were many listeners who want to hear speech programming. Not speech-based. Not 50/50 or some other random proportion that arises out of a few sum's to see how long the day's quota of needletime will last during your daylight only transmissions...but chat, news, information, chat, chat, chat.

Those of us who had a bash in BBC Local Radio, and wanted to do the commercial thing, did it. I would have thought the lad's (and girls...ladies...) left behind would have been glad to see the back of the likes of us lot who wanted to turn the Parish Pump into some raving hot hits operation with jingles sprouting out even in the middle of the arts programme!

Come on Beeb. Give us back Local Radio without music. Or if you have to play some music...make it stuff other than that which every other darn station on the dial is playing. I don't think you should bother about being top of the ratings. Being bottom doesn't matter, as long as your audience is satisfied.

So, Red Rose Radio and Chalford Communications are teaming up to bid for one of the national commercial radio licences? I wish them well. To be honest, I have been speculating, in the odd corner, that it would only be a matter of time before the Red Rose empire and the Aussie's got together for something! Let's hope that this marriage will last a good few years - it'll need to - because that dream is yet a few years away. Remember the politicians have got to play around with the legislation yet. If Owen Dyston, David Maker or the Aussie team think they can swing things faster - good - remember I want my radio station too. I don't think I will bother with the national thing though. I

NOW RADIO

personally think that three national commercial radio stations means nothing much more than a terrible waste of frequencies on nothing new and original.

I had a letter sent to me at Radio Aire in Leeds, where I continue to hold down two weekend programmes, in which the writer said that he and his family really enjoy reading the newsletter. "But we notice you are no longer the Editor..." What? A smile came to my face when I realised that a lot of new subscribers have joined us since I make that decision to use my own family name in future and not one of my past on-air names. Doing the Radio Aire programme means, however, I still namecheck myself as Jay Jackson for that. So, to clear it up, for the gang in Scunthorpe and others, Jay Jackson is my broadcasting name...for the moment...and Howard G. L. Rose is my actual name.

It is wonderful to have Johnnie Walker back on national radio. However, when one is honest, one has to say that Laura Gross and her contribution from Los Angeles does not make for smooth listening. The whole Stereo Sequence idea is a good one, but it ends up a bit messy. Let's have J.W. [a hero of mine, my Lady's and just about every reader of the newsletter, I am sure!] on Radio One with his own programme and no interruptions. Please, Mr. Beerling...

Going back to music on radio. Can we perhaps mount a campaign for makers of documentaries to stop using music? It seems this awful habit has even spread to producers of plays for Radio 4...It was bad enough to find serious music on Radio 4, let alone 20-second snips of pop records being used to 'illustrate' items! And, no, I was not one of those who complained about the jingles on PM!

Later this month, or perhaps next month, Laser will be able to return to high power transmissions. The new antenna system, based on the design used for Radio Veronica, will be erected and the station will be putting out 25,000 Watts on the AM band. That coupled with programming that is continuing to improve with the days that go by will ensure that Laser begins to head back to making the ratings books in the big way it did 'before'.

The hard work of the Laser DJs and newsreaders; Brandy Lee, D.L. Bogart, Johnny 'Rock n Roll' Anthony, Paul Jackson, 'Jungle' Jim Perry, John Allen and Andrew Turner will pay off. They believe in radio. They also know that there are millions of kids who just love to be able to switch on their radio's and hear one song after another.

With Laser they get it. And the advertising that pays for it is all aimed at the same young market.

There may be those who are laughing at Laser's misfortunes at the moment. Let them try to broadcast from a ship that throws itself around like a corkscrew in heavy seas.

To those we've namechecked, and those we haven't [the behind the scenes gang] - the best of luck. You have given us another choice of listening.

And talking of such, it's great to note that the IBA has suddenly decided to lift its ban on radio commercials on ILR for Sunday Sport!!! We did comment in the newsletter that ILR's loss was Laser's gain when Sunday Sport went to the High Seas in order to promote their product. I have heard a rumour that D.L. Bogart is offering to 'voice' Sunday Sport commercials for any ILR station that is interested!! Just write to Mr. Bogart at 21st Floor, 515, Madison Avenue, New York, NY 10022, United States of America.....

NOW RADIO

COMMUNICATION

Bromley
Kent

Dear NOW RADIO NEWSLETTER,

GREEN PAPER

Having looked at a copy of the Green Paper, I have a few initial reactions:

While I am primarily interested in community radio, the paper deals at some length with national networks, without knowing of any interested parties I cannot see why this aspect of radio should have so much prominence. Perhaps the reference to the DBS satellite plan is a clue, another possibility is the provision of services to help sustain local opt-out stations.

Previous plans for broadcasting have been proposed, usually after re-engineering the system first, an example is the additional network channels allowed for when the VHF system was revamped recently. The Green Paper, by comparison, seems to have used a 'dipstick' approach, talking about channels being available but not saying where they are.

Looking at the paper's spectrum options, I think that neighbourhood stations will be left with 87.5 - 88.00 MHz, which is subject to mobile radio interference in some areas unless they are prepared to wait until the 1990's for an allocation above 105 MHz. This is because the only other available sub-band 97.7 - 102 MHz, due in 1990 has been assigned to two national networks and these would be radiated from existing BBC sites. I do not think that medium wave channels will be any better an option, because of night time interference levels.

In conclusion, it is evident that some spectrum replanning will be needed urgently, I think that applicants should make a case for representation on any proposed planning committee. If the only viable option is to wait until 1990-plus some temporary arrangements should be considered between existing BBC channels, in the interim period.

Yours sincerely,

A.W. Bailey,
Organiser,
Bromley Community Radio.

YOUR PLATFORM

NOW RADIO NEWSLETTER is your platform for the debate of all radio issues - in particular, the development of our industry. We welcome your contributions; letters, news stories, comment, features, etc, etc.

Shorter contributions, including news and information, can be telephoned and recorded directly to save time.

For further information, contact the Editor on [0536] 514437 during office hours, or write:

NOW RADIO
PO BOX 45
KETTERING
NORTHANTS
NN16 0NW

NOW RADIO

RADIO JACKIE NOT PLANNING TO RETURN...AT THE MOMENT.

Radio Jackie is not testing transmitters, its staff know of no plans for the station to return and the organisation have welcomed the Green Paper's contents.

NOW RADIO has been receiving reports for a number of weeks - but spokesmen for the station have now officially denied any plans for the station to return as a pirate.

John Collins, Director of Radio Jackie, told NOW RADIO that they were not returning. Peter Sullivan, a Jackie spokesman, also has denied to Media Monitor the station was planning a return to the airwaves at the end of this month. On the Green Paper he said:

"We are very pleased. Most of the points we have advocated for years have now been incorporated in the Green Paper....We are now hopeful that we will be able to come back as a licensed station."

IRELAND HAS FIRST INDEPENDENT NATIONWIDE INDIE SERVICE

Ireland's first nationwide commercial radio station network has been formed by the Radio West organisation, based in Co. Westmeath.

The station has recently changed frequency from 765 to 702 kHz and has started using a 10kW transmitter. It also is planning opening up new FM relay transmitters which it is installing in Cork, Limerick, Galway and Dublin City.

The station is now planning 'fine tuning' programming to provide the audience with a service which would fall between the national state services of RTE Radios One and Two.

CAROUSEL 'BACK'

Radio Carousel has re-opened a transmitter in Dundalk, County Louth and is relaying network programmes. No programmes are yet being produced for the area. The broadcasts are on 1125kHz.

FREE CATALOGUE

AIRCHECKS, WILD TRACKS, PRODUCTION MUSIC, BOOKS,
COMEDY...EVERYTHING FREE IF YOU REQUEST ON RADIO STATION
LETTERHEAD...OR ENCLOSE TWO DOLLARS [U.S. FUNDS].

O'LINERS
1237 ARMACOST AVENUE
SUITE #6H
LOS ANGELES
90025
U.S.A.

NOW RADIO

LOOSE ENDS

BBC RADIO YORK have decided to go with JAMS for their new jingle/station identification package.....

The eight o'clock news bulletin on LBC became a bit of a nightmare for some in control at the London station the other morning when somebody decided that it would be fun to knock a can of cola all over the carts containing voices and commercials leading up to, for inclusion in and to end up the bulletin. You all know what happens when you spill Cola on carts, don't you?!!.....

One of the Belgian national radio networks switched from regular programming at the weekend because of the Zeebrugge Ferry disaster. The service carried continuous classical music.....

Talking of that terrible event of last Friday night...it was quite unforgivable for at least one ILR station not to have carried a news bulletin at 8pm on Friday night. Instead listeners were treated to some darn deejay waffling on about soul music. Shame.....

What colour is yours????!! For some reason we've managed to print this issue with three different colours. Some readers will receive this newsletter with a yellow cover, some a sort of gold and a few with pink! Truth is we did a run with a new design for the front cover - and it didn't meet with much approval from The Boss! You see, we do try!.....

Andrew Turner, News Editor of Laser Hot Hits, has returned for another stint with Blue Danube Radio before he returns to the m.v. Communicator. We had hoped to carry out an interview with Andrew - but due to us running out of time we missed him before he flew out. We promise to catch up with him on his return to this part of Europe and find out a lot more about the man behind the name and his policy for news on Laser.....

The number of landbased unlicensed radio stations in London has continued to rise so far this year. The realisation that the proposals carried in the Green Paper may now take about three years to introduce has led to a number of former community radio applicants carefully looking at the chances of joining the ten or so regular stations on the air in the area. Regular 7-day stations now broadcasting in London include TKD, LWR, LGR, JBC, RJR, Time Radio, and Greek Radio of London. Solar is broadcasting a regular weekend schedule running from 9pm Friday until 12pm Sundays.

Expect some nasty screams of 'foul' if Home Office approve Capital Radio's request to continue to broadcast its CFM service on VHF after the end of March. The station has requested Home Office permission to continue the split-transmissions after the end of the experimental period which ends at the end of March. If many private radio stations have to wait for the Home Office to move on development of our industry, surely the 'high and mighty' at Capital should also take their place in the queue? And let's not see CFM extended to Saturdays and evenings, either!.....

0253-882017

-892574

NOW RADIO

NOW RADIO

NOW RADIO NEWSLETTER is published every two weeks...if this is not your own copy, why not arrange a subscription today?

Just complete and return the form below, with your payment, and you will then be receiving the very latest radio news, information and features every fortnight, direct to your door via first class mail!

Any Questions? - Call Today - Kettering (0536) 51 44 37 !!

PO BOX 45 NORTHAMPTON

NOW RADIO NEWSLETTER is Edited by HOWARD G. L. ROSE.

Published by NOW RADIO COMMUNICATIONS.

TO: NOW RADIO, FREEPOST, KETTERING, NN16 0BR.
[NO STAMP REQUIRED!]

NAME:

ADDRESS:

....., POSTCODE:

STATION/ORGANISATION: TELEPHONE:

INDIVIDUAL SUBSCRIPTIONS:

£24 PER YEAR [26 ISSUES]

£12 PER SIX MONTHS [13 ISSUES]

PLEASE SEND ME THE NEXT ISSUES, I ENCLOSE £

PLEASE BEGIN MY SUBSCRIPTION WITH ISSUE NUMBER