

# NOW RADIO

EVERY FORTNIGHT

ISSUE # 27

MAY 19, 1987

## LASER SET FOR MASSIVE RELAUNCH

*NOW RADIO  
EXCLUSIVE*

LASER HOT HITS 576 is set to return to the air bigger and better than ever before, according to station sources in the last few days.

A massive injection of more than \$2 million will see the station back on the air from the mv Communicator, anchored in International Waters of the Southern North Sea.

### SECOND SERVICE

The two million dollar cash injection will also result in a new, second AM service broadcasting to the United Kingdom from the radio-ship - and the most likely format will be Solid Gold.

### TOWER

Engineering staff have been commissioned to rebuilt the stations antenna system, incorporating a diplexer unit to allow the transmission of two AM signals through the one aerial system.

They will also work on both the 25,000 Watt CSI AM transmitters to put both stations on the air with full-

power and highly marketable signals.

### ADVERTISING

The new backing also brings with it a full package of lucrative advertising and sponsorship deals - believed to be the biggest offered to an offshore radio station since the closure of WONDERFUL RADIO LONDON in August 1967.

### AIR DATE

A full crew is aboard the controversial radio ship, but DJs have been given shoreleave. "It's pointless them being stuck on the ship when there is no broadcasting going on...but they will be back shortly and preparing for a most exciting phase not only in this particular station's history - but in the entire history of offshore commercial radio..." said a LASER source.

No date has been set for the stations return to the air, but engineering teams have been told that they should carry out the required work and get the station on-air as soon as possible.

### POSITIVE

The breakthrough in arranging the new financial backing for the relaunch came after several weeks of speculation about the stations future.

It resulted from damage caused by winter storms and the collapse of the antenna system which forced the station down to minimum transmitter power and thus lower ratings and poorer advertising revenue than had been projected.

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Across the nation Programme Controllers and Music Policy Makers have decided that it is best to only air 'known' music - and DJs (and Presenters...) should avoid playing 'unknown' material.

"They will not stay tuned if they hear something which is unfamiliar..." is the oft-quoted claim by these decision-makers.

So, given this almost universal policy, where do listeners hear new music?

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So, County Sound believe that having additional radio services will result in the downfall of ILR as we know it! What is more, they claim, New Entrants will only provide an endless diet of Top-40 and Oldies...and local programming will be cut to the bone....why don't they get on a plane to Los Angeles...???!!!

## SUBSCRIPTION RATES

PERSONAL SUBSCRIPTION: 26 ISSUES (12 months).....	£24.00
PERSONAL SUBSCRIPTION: 13 ISSUES (6 months).....	£12.00
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## MARINE OFFENCES CASES ADJOURNED

The trial of a number of people alleged to have been involved with the offshore radio station LASER 558 at Sheerness Magistrates Court has been adjourned until June 12th.

This was the outcome of a short hearing on Friday morning, May 15th.

## TERRITORIAL SEA ACT

The announcement of the General Election has resulted in the Territorial Sea Bill being given its final reading and the Royal Assent.

On Thursday the Bill was given its report stage and final reading in a rush to get through as much new legislation as possible before the Parliamentary session came to a close.

On Friday the Bill received Royal Assent. There are now certain procedures which will automatically be carried out, including the publication of an Order in Council.

The Foreign & Commonwealth Office told NOW RADIO that this would mean a few weeks until the Act can be enforced.

The Territorial Sea Act (1987) extends United Kingdom territorial waters from the present 3-mile limit to 12-miles.

Whilst introduced to bring the UK into line with more than a hundred other countries and states, and to strengthen action against smugglers and those who cause pollution at sea, it will have an effect on the existing and proposed operations of offshore radio stations.

The new 12-mile limit will force RADIO CAROLINE and LASER HOT HITS to move their vessels further out into more unprotected waters of the North Sea. At present they are protected from all but North-easterly gales by sandbanks.

Whether the new UK 12-mile limit will deter the backers of new radio operations from SEALAND is most unlikely.

RADIO SEALAND will broadcast from the former WW2 fort, originally known as Rough Tower, off Harwich, and now claimed by ROY & JOAN BATES and their family as the Principality of SEALAND.

Whilst recognition is not required by any new state, the UK might attempt to extend its new territorial waters into those claimed by SEALAND. This could result in action being taken in the International Court.

However, sources close to one of the prospective operators of RADIO SEALAND have claimed the station will be broadcasting 'sooner, rather than later'.

## SOVEREIGN TESTS

Test transmissions have begun for RADIO SOVEREIGN - the solid gold format station - on transmitters located in Ireland.

The station should broadcast 6am - 6pm seven-days-per-week on 1521 kHz, 6240 kHz and FM locally.

The name of the station Programme Director and the DJ team will be announced in about a fortnight.

## BATH RADIO

The City of Bath will have its own commercial radio station from 6am this coming Friday (May 22) when GVR RADIO starts its new service which it says is the result of "six months secret planning between GVR RADIO and the IBA."

GVR RADIO BATH will broadcast on 103 MHz FM Stereo. A request by GVR for an AM transmitter and a different call-sign were both rejected by the IBA.

DAVID PREVER, who joined GVR from NORTHANTS 96, will host the stations daily am drive show, GVRAM. The show will run 3-hours. The rest of the time programmes of GVR RADIO will be heard on the channel.

For the first two weeks FESTIVAL CITY RADIO, will operate in parallel with GVR RADIO BATH, providing up to

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4 programmes per week day with output geared to the 38th Bath International Festival. Up-to-date venue and ticket information will be given visiting stars like Fascinating Aida, The King's Singers, Tony Hart, Ronnie Scott and Sir Geraint Evans will be interviewed. BOB HARRISON and PAUL RILEY will be the services regular presenters. Programmes for FESTIVAL CITY RADIO will come from their studios in Bristol and the West Building Society office, Wood Street, Bath. Bristol and West Matrix Cash Card is sponsoring the service which will go on air each day at 8.30am, 11.30am, 5.30pm and 11pm.

## EASTON AT OCEAN

NOV RADIO Contributor PAUL EASTON is joining the Southampton/Portsmouth IR station OCEAN SOUND as presenter of their new Saturday lunchtime show, from this weekend, May 23rd.

However, Paul won't be "giving up the day job" as Production Manager with LBC RADIO. "Luckily I live close to the A3, so it's a very easy run to the station's studios near Fareham."

## TALKS GO ON

The continuing dispute at LBC/IR...NUJ/ACTT negotiators went back to ACAS on Friday (May 15th) for further talks...

## COMMUNICATIONS

BRADLEY ALLEN, of Whitstable, Kent wrote:

"It's really great being a subscriber to NOW RADIO.

So much information on a varied radio industry. I certainly look forward to receiving your publication through the post."

JOHN MacLEOD, of Inverness, Scotland said:

"You have my congratulations on the NOW RADIO NEWSLINE; please keep up the excellent work..."

## OPENINGS

Vacancies are listed free-of-charge by NOV RADIO NEWSLETTER. If you have an opening which you would like listed, please send details in writing, to Openings, NOV RADIO NEWSLETTER, PO Box 45, Kettering, Northamptonshire, NN16 0NV.....

RADIO FREE EUROPE/RADIO LIBERTY, the American radio stations based in Munich, have a vacancy for a RADIO PROGRAMME ANALYST to review, summarise, analyze and translate its own programming from the Kazak and other Turkic Central Asian languages (Uzbek, Kighiz, Turkmen, Tatar-Obashkir, Azeri) into English. Position requires applicants to be fluent in the Kazak, at least one other Turkic language and English plus knowledge of Soviet and Central Asia history and affairs. Written applications should be sent to RFE/RL Inc., Personalabteilung, Dettingenstr. 67, 8000 Munich, 22.....

VALWORTH & AYLESBURY COMMUNITY ARTS TRUST have vacancies for 2 FULL-TIME RADIO PROJECT WORKERS (at least one of whom should have engineering skills). Telephone (01) 701 7413 for more information and an application form. Closing date for applications: 29th May 1987. Salary £9,755.52 per annum.....

RADIO AIRE, Leeds, has an opening for an experienced JOURNALIST (JLR1). Write to John Shires (Head of News), Radio Aire, 51 Burley Road, Leeds, LS3 1LR.....

RADIO CITY is looking for a SALES MANAGER. They're offering a salary of between £25,000 - £30,000. Write in confidence to Terry D Smith, Managing Director, Radi City, PO Box 194, Liverpool, L69 1LD.....

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## LBC/IRN DISPUTE CONTINUES

LBC/IRN staff have refused to accept management proposals for 29 redundancies - voting 62 to 14 against the proposal put to the latest round of meetings involving unions and management at the London station.

The NUJ has claimed the company is heading for its biggest profit in its 14-year history - whilst management, headed by the Australian owners, Darling Downs TV Pty, are seeking to axe one-fifth of the workforce and offering a pay deal of 3% on salaries, 4.5% for new technology and a cash payment for allowances and the introduction of new work practices.

The company says that 29 jobs must go to make LBC, and its subsidiary, IRN, more profitable. However, the Union attacks this saying that in the first six months of the current financial year, the company has already made nearly three times the operating profit it had projected for the whole year.

The Chairman of DARLING DOWNS TV Pty, DAVID HAYNES, is reported in Australian press as saying that early results from their UK investments have been outstanding and LBC has outperformed the rest of the industry in revenue growth for the past few months and the high rate of return warrants additional commitment to resources.

NUJ Broadcasting Officer, JOHN FOSTER, said: "If a company making this much money is allowed to get rid of 20% of its workers, then the repercussions for the entire broadcasting industry in Britain are horrendous."

## OYSTON TO RESCUE OF TROUBLED NEWSPAPER

Chairman of RED ROSE RADIO GROUP, OVEE OYSTON, has loaned a 'significant' sum of money to the left-wing newspaper News on Sunday.

OYSTON, who recently sold his chain of estate agents for £30,000,000 and who heads the growing RED ROSE operation, lent the money without any conditions ahead of a meeting to be held today (Tuesday) where a major rescue operation will be discussed with the Board of the 'paper.

The newspaper has failed to hit circulation predictions.

## IBA APPOINTMENTS

The Home Secretary, the Rt Hon DOUGLAS HURD CBE, MP, has appointed LADY POPPLEVELL, SIR ANTHONY JOLLIFFE, PROFESSOR J.F. (SEAN) FULTON and MR RANJIT SONDHI to be members of the IBA. PROFESSOR FULTON has been appointed as the member for Northern Ireland. The appointments are for five years.

LADY POPPLEVELL has been a member of Buckingham County Council and a Chairman of the County Education Committee. She was a member of the School Curriculum Development Committee (1983-5) and has been a Magistrate since 1968. She was a Member of the Board of Visitors at Aylesbury Prison 1976 - 81.

SIR ANTHONY JOLLIFFE is Chairman of Walker Greenbank plc and has also been Chairman of the City of London Business in the Community since 1986 and President of the London Chamber of Commerce since 1985. He was Sheriff, City of London 1980-81 and Lord Mayor of London 1982-83. He is a Governor of Mencap City Foundation and President of the British Home and Hospital for Incurables.

PROFESSOR FULTON is a director of the School of Education of the Queen's University of Belfast. He is Chairman of the BBC Schools Broadcasting Council Northern Ireland Committee, of which he has been a member since 1976, and is also the Chairman of the Public Service Training Council in Northern Ireland.

RANJIT SONDHI studied science at Birmingham University and graduated

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with First Class Honours in Theoretical Physics. He was the founder and First Director of the Asian Resource Centre in Handsworth and is a member of the Prince of Wales' Jubilee Trust. He is currently a senior lecturer in Social Sciences at Westhill College, Birmingham.

The appointments are part-time. The annual salary for National Members is £6,510 and that for Members is £4,340 per annum.

## DEATH OF RADIO SCOTLAND HEAD

Head of BBC RADIO SCOTLAND, STAN TAYLOR, died Monday May 4, aged 55, after a short illness.

He has been mourned as a 'true servant of public service broadcasting'.

A former Editor, BBC Radio News, he was responsible for introducing the BBC's longest national and international news bulletin - RADIO FOUR's Six O'Clock News. He was also responsible for installing the BBC's first ever reporters in Peking and Warsaw.

STAN TAYLOR also introduced Regional Correspondents around Britain.

Four years ago he became head of RADIO SCOTLAND and was responsible for strengthening the service, winning larger than ever ratings and taking a number of prestigious awards.

He originally joined the BBC in 1959 as a sub-editor in the External Services. Later he became Assistant Editor.

He was made Deputy Editor, BBC Radio News, in 1970, becoming Editor in 1976.

PATRICK CHALMERS, Controller of BBC SCOTLAND, said: "He was a man of great skill and wise judgement, a fine editor and a true servant of public service broadcasting."

"Stan's most outstanding characteristic was his sense of fairness and justice."

## JULIA IS NEW PRESENTER

JULIA SHAW, a producer/presenter with BBC RADIO NEWCASTLE, has been chosen to present the new regular North East edition of RADIO FOUR's Woman's Hour.

The programme will come from Newcastle each fifth Friday - Friday being the traditional day the programme is broadcast from the regions.

JULIA SHAW joined RADIO NEWCASTLE in 1979 following three years at RADIO CLEVELAND.

She was nominated last year for a SOFY award for a feature on The Tall Ships Race.

## RADIO NEWS DEVELOPMENTS

The new Director General of the BBC, MICHAEL CHECKLAND, is planning to totally overhaul and up-date the Corporations news operations.

The news and current affairs unit will be based at one new major centre in a building next to the Television Centre. Journalists will compile material for both radio and television.

At present Current Affairs Journalists are based at Lime Grove, News Journalists are based in Lime Grove and Radio Journalists are located at Broadcasting House in the Vest End.

## AGREEMENT REACHED

Journalists at RADIO MERCURY have reached a local agreement with management and scrapped their NUJ-AIRC arrangement.

Other stations that have agreed new local terms include PICCADILLY RADIO, SWANSEA SOUND, RADIO CITY, 2CR, DOWNTOWN RADIO, MORAY FIRTH RADIO and NORTH SOUND RADIO.

The new agreements will still be vetted at national level by the NUJ to make sure they are not downgraded.

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## LOOSE ENDS

One of the really frustrating things about this job is discovering that after we've printed the newsletter, we discover that something important has been left out! Last issue we printed a picture on the front cover, and forgot to tell you that it was actually JOHN THOMPSON, CBE, who has just retired from the IBA where he was DIRECTOR OF RADIO since 1972.....

Talking about JOHN THOMPSON...did you hear about the Programme Director who met LORD THOMPSON of MORFISTH (Chairman of the IBA - and not related!) and who mistook him for the outgoing Director of Radio?!! "I hope that you enjoy your retirement..." said the poor Programmer!.....

All this Merger and Takeover Mania is getting real Cloak & Dagger stuff, isn't it?! It's also causing concern for staff at a number of stations who really don't know what to think about their future prospects. Imagine the horror of staff at a North-East station when they heard that a secret meeting had been planned for York with a senior figure from a growing radio group in Yorkshire. As it happens, that particular meeting was called-off at the last minute. Why? Who knows! Maybe because the 'secret' meeting was not much of a secret any longer.....

BBC RADIO SUSSEX (nee BRIGHTON) has given the order of The Boot to veteran broadcaster JOHN HEWY. John, who has been at the station since Marconi was playing around with his kites, said farewell to his audience to the Early Bird Show by saying "Due to circumstances beyond my control this is to be the final edition of the Early Bird Show." Vain attempts by listeners to keep bouncing John on the air failed - though one punter even wrote to The Prime Minister asking her to intervene! Bosses at the south coast station blamed the removal of

JOHN HEWY's programme on 'economics'. Meanwhile John says it won't be long before he is heard again on the air on the station, but later in the day.....

OK! The last issue we reported that amongst the stations not hit by DTI 'raids' was RJR...now we know they were hit...leaving JBC (in Brent....) untouched.....

New pirate station in Birmingham, SECOND CITY RADIO hit twice in one day by the DTI last weekend. Seemed they went back on the air a bit to quickly after their first raid.....

Further to the news report, to be found elsewhere, about the Irish Government planning to introduce legislation to officially restructure all non-RTE radio, we've spoken to a couple of stations now who actually doubt whether the proposed Bill will go through. After all, no Bill has made it in the last ten years, so it would be a surprise, wouldn't it?....At least the present Government is pro-free enterprise and against RTE keeping hold of a monopoly, so it would appear almost certain that rather than go through with a lengthy and costly process of establishing a new body to seek franchise operators, giving the existing stations licences is by far the best move. And they know that to close down the so-popular stations would create a public outcry.....

When we explained to our man in Los Angeles that many IR stations were taking an American Countdown produced in Manchester, when they could have taken CASEY KASEN's AMERICAN TOP 40 or SCOTT SHANNON's ROCKIN' AMERICA TOP 30 COUNTDOWN both produced in the USA with professionals and no clicks and clunks - he just sat back in his chair, rocked and laughed his head off!.....Well, wouldn't you?.....

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## SPECIAL OFFERS

### NOW RADIO

#### SUMMER OFFER

NOW RADIO NEWSLETTER makes the following special offer to SUBSCRIBERS.... Send us just £5 and we will send to you the following items:-

1 Copy 'THE PIRATES WHO WAIVE THE RULES' by JAY JACKSON

1 Copy 'REFLECTIONS - THE RADIO SOVEREIGN STORY' [Part One]

1 Copy C60 Cassette featuring SOLID GOLD RADIO SOVEREIGN airchecks including jingles, commercials, news bulletins, deejays, psa's etc from 1983

plus 1 Copy of our special reproduction of RADIO NEWS from early 1967 with items of news featuring Caroline South/North, Wonderful Radio London, Essex Radio/BBMS, Radio City, Britain Radio/355, Radio 390, Radio 270 and Radio Scotland...

Send for your special package!! Mail £5 to:

SUMMER OFFER [NR]  
PO BOX 45  
KETTERING  
NORTHANTS  
NN16 ONW

CHEQUES PAYABLE: 'NOW RADIO'

## DUBLIN SUPERSTATION 'FOR SALE'

Dublin's WRG-103 has been offered for sale for \$600,000 as a going concern, with no debts and good ratings figures.

The CHR formatted station arose out of the former RADIO NOVA, which was established by CHRIS CARY.

## POWER STRIKE OVER IN IRELAND

The strike by workers of ESB, the Irish electricity supply service, is over and the country's commercial and community broadcasters have managed to return to providing a full service.

Many stations were hit by the power cuts caused by the strike - though some were able to return to the air using emergency stand-by generators.

## LAW THREAT TO IRISH PRIVATE STATIONS

The Irish Government plans to introduce new legislation to outlaw pirate broadcasting - by the year end.

The new Bill will seek to organise all non-RTE broadcasting after many years of a more-or-less 'free-for-all' situation.

RAY BURKE, the new Minister for Communications, said the Bill will be "a no-nonsense" affair.

It is thought that some of the commercial and community stations now on the air will be licensed - though stations similar to WRG-103 may not.

"Certainly stations such as BLB, SUNSHINE 103, BOYNSIDE and CAROUSEL should find themselves legitimate by the early part of the new year...if the legislation finally gets through the Dail." said our Dublin reporter.



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## CAPITAL PROFIT UP

The recently floated CAPITAL RADIO made half-yearly profits of £1,536,000, an increase of 86 percent over the same period last year.

It is the first result from the station since floating on the Stock Market during February.

## COUNTY HITS AT GREEN PAPER

Guildford, Surrey-based independent local radio station, COUNTY SOUND has attacked the Green Paper on the future of sound broadcasting developments in the United Kingdom.

The station says there is no evidence of a demand for a national commercial radio service, and if it was introduced, it would damage existing commercial stations, particularly in rural areas.

COUNTY also gave its support for the INDEPENDENT BROADCASTING AUTHORITY to remain as regulator of non-BBC radio in the UK.

Furthermore COUNTY SOUND claims that ILR as it is now will die - and the number of broadcasters and journalists employed in sound radio will be greatly reduced.

COUNTY SOUND also tells the Home Office "There is virtually no genuine public lobby whatsoever..." for Community Radio.

The submission alleges the introduction of only one national commercial station will have a dramatic impact on advertising revenues and audiences for stations now broadcasting. It states that local radio stations, in a bid to survive, would introduce drastic cost-cutting and abandon local news and information from programming.

Top-40 or Oldies formats would be the stations to survive according to the COUNTY SOUND report.

The station also wants IBA rentals and Copyright payments reduced as part of the system's development.

## IBA HEAD REPLIES TO NOW RADIO QUESTIONS ON INDEPENDENT RADIO

PAUL BROWN, the IBA's Head of Radio Programming, has replied to a series of questions posed by NOW RADIO NEWSLETTER.

We asked whether the IBA might be concerned that several ILR stations have, or are planning to reduce their speech and/or information output and were planning, or already, carrying more music output.

BROWN said: "The IBA encourages ILR stations constantly to refine content and schedules so that information and music output remain lively and entertaining. Any economies of spoken style may allow more music but do not necessarily reduce ILR's commitment to local involvement and information."

NOW RADIO asked the IBA whether they were agreeing to a reduction in Local News services offered by a number of stations. In particular we mentioned the examples of ESSEX RADIO and PENNINE RADIO.

In reply, PAUL BROWN told us: "We still await PENNINE RADIO's proposals. The IBA has approved ESSEX RADIO's new schedule. This involves a shortening of the early evening news magazine from 30 minutes to 15 minutes. However, with a greater concentration of bulletins at peak listening times, and more extensive coverage at weekends, there is no significant net reduction in news output. Rather, it seems better adapted to listeners' needs and availability."

On the subject of Specialist Music stations, as proposed in the Green Paper on the future of Radio, PAUL BROWN had a comment to make following a couple of items carried by NOW RADIO NEWSLETTER:

"March 24th's NOW RADIO quotes LAWRENCE HALLETT as saying that the IBA 'will not accept the need for stations devoted to Specialist

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'Music'. You repeated this myth in your Editorial. The IBA has always been committed to Specialist Music and entirely appreciates that listeners will enjoy reliable services catering more specifically for their individual tastes. We point to Copyright difficulties and seek to have these reduced and we stand for the swift introduction of new services as frequencies become available. For practical reasons we are, however, in favour of a controlled explosion rather than a Big Bang.

Further to PAUL BROWN's comments, we feel that it is important to mention a few facts...

The Government's Green Paper on the future of Radio was a discussion document. It was a series of proposals and suggestions for possible future avenues for our industry to take. Members of the industry, the public, etc, were invited to submit their reaction and suggestions by June 30th. Though the Green Paper proposed a good degree of deregulation it was not suggesting that the existing stations could go ahead with what is effectively deregulation ahead of regulation through legislation. But, whilst the Green Paper was still hot off the press, a number of stations operating under IBA franchise have already imposed rather sweeping changes which tend to do away with much of the public service commitment to which they have signed contracts with the IBA to provide.

A part of the reason that some stations have managed to drop so much public service programming may be because station heads are convinced that the IBA will not be the regulatory body responsible for non-BBC radio in the future - and the fact that the IBA may be allowing stations to 'get away' with dropping their community involvement in an effort to win favour with stations, in the hope that they, as a collective, will push the Home Office and Government to keep the IBA as controlling body for all non-BBC radio services.

A study by NOW RADIO reporters has shown that across the country stations have dropped speech content and instructed broadcasters to 'play more music'.

At the same time we have people like RON COLES, himself managing director of RADIO TRENT / LEICESTER SOUND saying that there should be a long gap between deregulation of Independent Radio stations already broadcasting and the introduction of any new services. He wants time for his stations, and others under the IBA system, time to 'fatten-up'...

The IR stations have had a good year, and think that if they are allowed the freedom from any new services for a few years, they will be strong enough to survive. The truth is, in some important cases, there are IR station owners who do not want to see any new services, and that if there are to be new services, they want a 'piece of the action'. RED ROSE RADIO and RADIO CLYDE are amongst the companies which have already stated in public that they want to be 'involved' with what they term Community Radio.

Despite PAUL BROWN saying that the IBA 'has always been committed to specialist music' we should be warned by the comments of another of his colleagues at the IBA who has stated that the IBA might go as far as agreeing with Neighbourhood Radio, but they would want to draw the line at specialist music stations which might want to provide a format which would bite into the audience figures of its existing franchise-holders.

The IBA and the management of Independent Radio stations must not get the impression that we at NOW RADIO are anti-IBA or anti-IR. We are certainly not! Indeed our team of reporters include many who work in the industry - and many within the commercial radio sector. Yes, we could be regarded as people always 'sticking our necks out' and being a little too outspoken for some. But, as a cross-

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section of broadcasters, we truly represent the views of many, many people. Our readership also consists of, not just broadcasters, but listeners and people who hope one day to become the New Entrants into the sound broadcasting industry. We listen to and reflect the views of a very large number of people.

When we complain that IF stations have done-away with their commitment to public service broadcasting, we say so because this view originated from a number of commercial stations. From both broadcasters, administration staff, sales people and, believe it or not, some management...

If anyone wants to say 'All's fair in Love and War...' Let's draw up some good, fair rules for the battle...let's not see one side being given unfair advantages over the weaker side. The weaker side: the prospective New Entrants, are not allowed on the air. Those already on the air are sneaking ahead just like some crazy soldier about to stab an unarmed civilian in the back...

Finally, let's all be very much warned by PAUL BROVW's statement which claims that the IBA is in favour of 'A controlled explosion rather than a big bang.' The IBA has been claiming recently it has always believed in community radio, it can and does offer a economic service to franchisees-holders and would be the best body to oversee all non-BBC radio, rather than either the Cable Authority or a new body which might be established. Well, perhaps they do believe that a 26% reduction in transmitter rental can win them overall support from the whole industry. Truth is, it has not. Nor will they win support when one minute they talk of looser controls on contractors when the next they speak of the need for controls over programming.

The Green Paper has reflected the Home Office belief that there are many prospective New Entrants out there who do not need a whole string of people with titles like Director of Radio,

Head of radio Programmes and people to advise them on Religious Programming, Educational Output and so on. These New Entrants are adult enough to formulate programnign which they feel worthwhile offering to the listeners. Like the publisher of a newspaper or magazine, they will seek to offer something of interest - whether for a mass audience or a small section of a community. They do not need a wet nurse...The Home Office understands this - so why not certain others?

What on earth is Mr BROVW, the IBA or commercial stations worried about? Commercial businesses having to operate commercially?!

As always, the pages of NOW RADIO are available as a platform to all - and that includes PAUL BROVW to come back and really put us in the picture about the true situation.

## ROBBIE'S SUNSHINE IS NUMBER ONE!

In a major audience survey of radio listening habits in the Dublin area, ROBBIE ROBINSON'S SUNSHINE 101 has come out as the station with the biggest weekly share of listening.

In a survey of 12 - 49 year-olds 48% of Dubliners tune to SUNSHINE - nearly twice as many patrons as RTE RADIO 2 attracts during the average seven day period.

Second most popular is RTE RADIO OFF with 44%, it was followed by Q102 with 27%, RTE RADIO TWO with 25%, FRC 103 on 20%, TTTT with 10% and one of the newest stations in the highly competitive market, HEARTBEAT FM with 9%.

BBC RADIO attracts 6 percent weekly reach and other stations pull four per cent.

86 per cent of Dublin residents listen to the radio once a week at least.

The latest research was conducted by Vilton Research and Marketing Limited.

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## COMMERCIAL RADIO REVENUE UP AGAIN

Independent radio advertising revenue for the first 6 months of the current financial year was up by 20.4% on the same period last year.

Between October 1986 - March 1987 commercial radio stations operating under IBA-franchise received £44,560,577 from local and national airtime sales for spot commercials and sponsored output.

The first quarter rise, which amounted to 22.6% has been followed by a further rise (17.7%) for the January - March period - bringing in some £19,313,936.

February saw the most dramatic increase - when figures were up 26.4% to over £6.0 millions.

GEOFF MOFFATT, Chief Executive of the RADIO MARKETING BUREAU, said: "This continuing outstanding performance, particularly in a traditionally quiet period and without a major one-off campaign like the British Gas floatation, indicates that Independent Radio is appealing to a broadening base of advertisers who recognise the tremendous value the medium delivers."

April and May should see the upward trend continue, according to current indications.

## BMS SALES FIGURES SHOW AMAZING INCREASE

The big surge forward by BMS, the sales house which represents 18 UK commercial stations, has been credited entirely to the efforts of TERRY BATE and the team which BMS Chairman, TERRY SMITH describes as 'first class.'

"They have been a breath of fresh air for the industry and they are putting enormous effort and style into their sales campaigns. Future bookings suggest that the boom will continue

over the next six months, at least," he said.

National sales of airtime for BMS stations in the half year to March 31st showed an increase on average of 32.4% to £3,82 million.

The biggest gains went to METRO RADIO with an increase of 80%, RADIO MERCURY with 76% and RADIO CITY with 50%.

Ironically one of the larger increases of 54% was shown by Wrexham-based MARCHER SOUND which has since left BMS.

## IR BOSS COLES WANTS 'MOTHER HEN' POLICY

RON COLES, managing director of independent radio stations TRENT and LEICESTER SOUND and Chairman of the ASSOCIATION OF INDEPENDENT RADIO CONTRACTORS wants the existing IR stations to become Mother Hen figures looking after the interests of prospective New Entrants.

He claims that Community Radio, as proposed by the Green Paper, means simply more ILR stations and not community radio as understood by either the COMMUNITY RADIO ASSOCIATION or the BBC.

He has spoken of the need for any community stations to be established 'in association' with existing commercial radio stations on a 'Chicks and Mother Hen' arrangement.

He thought that the New Entrants would not be able to provide a full schedule and would be best off taking a sustaining service from their Mother Hen ILR station.

## WASTE

RON COLES also said that the AIRC would fight a bitter war to keep hold of all of their existing frequencies. He said it would be a 'terrible waste' to take away one of the existing stations frequencies without giving them an opportunity to show

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what they could provide by offering Split-frequency programming.

## BLACKMORE IS RADIO ACADEMY DIRECTOR

TIN BLACKMORE has been officially named as the first Director of THE RADIO ACADEMY. The Academy, with more than six hundred members, organises the annual Radio Festival and a number of special meetings, conferences and programming seminars.

BLACKMORE, who began his career with CAPITAL ONE, worked at CAPITAL RADIO until 1982 as Head of Programmes. He has made programmes for radio at home and abroad since and manages the careers of two CAPITAL RADIO DJs.

His position will be part-time and he will be based in London, working in co-operation with the RADIO ACADEMY'S administrator MAUREEN VINNALL, who is based in Bristol, Avon.

Radio Consultant BLACKMORE was also the academy's Deputy Chairman.

He will be responsible for arranging financing for the organisation and developing the movements role as a major forum for debating the future of radio in the United Kingdom.

## OFFSHORE RADIO

### DUTCH WANT CASH OVER PIRATE SHIP

The Wetherland's-based representative for Panlieve SA, the company which owns the former radio ship, Magda Maria, is pressing the Ministry of Justice for compensation for 'loss of earnings'.

The ship, which was Panamanian-registered, but arrested on the High Seas by the Dutch Navy and taken into a Dutch port, had been test-broadcasting as RADIO PARADIJS.

The Dutch authorities weretaken to Court where the action was declared unlawful. The Dutch Telecommunications Department were then ordered to return equipment, including the vessel, to

the owners.

Now the agent for the owners wants a cash award made for loss of earnings by the Panamanian corporation - earnings from the operation of an offshore commercial radio station. The vessel may also be soon put up for sale.

However, whether it will be sold as a 'going-concern' or a freight ship, or perhaps for scrap, has not yet been decided. The vessel is in poor condition and much equipment aboard has been either damaged or stolen.

## UK DTI VISIT

At least three officers from the Department of Trade and Industry in London have visited the radio-ship Magda Maria in port in Amsterdam to inspect the vessel.

Their visit to the ship followed some press reports that the ship may leave Holland for International Waters where it would be offered for sale as an operational radio ship.

The DTI officers also had meetings in Holland with Dutch PTT officials over the operations of RADIO CAROLINE, MONIQUE and LASER HOT HITS 576 in that part of Europe.

They are also talking with officials in Belgium and France as part of their action.

## U. S. PROGRAMME OPERATION INVITED IN ON OFFSHORE DEAL

The United States syndicated programming format service THE MUSIC OF YOUR LIFE has been approached by potential operators of an offshore commercial radio station from aboard the ship, Eannell, in what is thought could be a last-ditch attempt to get the station on the air.

AL HAN'S MUSIC OF YOUR LIFE was approached for a deal with RADIO CAROLINE when it planned to return in 1981. That particular deal, arranged

# NOW RADIO

by New York-based RADIO SALES INTERNATIONAL director VINCENT MONSEY fell through when the station failed to get on the air when originally planned.

Lawyers for the U.S. corporation are now drawing up plans to see whether offering their services via an offshore radio station, in Europe, could be carried out without breaking any laws in operation at the time.

The MUSIC OF YOUR LIFE format is based on Middle of the Road music including the likes of Nat King Cole, Perry Como, Sinatra, etc.

The MV Mannell was originally supposed to house a station to be known as STEREO HITS 576. Poor management, under-financing and poor quality equipment has hit the project from the beginning.

At one stage London record firms were paying up-front for plug records, even when the ship was still in port in Santander, Northern Spain.

A rate card was published and sales operation started. However, a key-figure, who had been involved in the original launch of Laser-558, departed the project and further set-backs were to follow.

Several Dutch groups, as well as one based in the UK, have been involved in negotiations for leasing the vessel. One plan, detailed in NOW RADIO a few issues ago, fell through when cash failed to appear.

## MONIQUE - MORE RECORDED PROGRAMMES

RADIO MONIQUE has moved to more pre-recorded programming - now amounting to as much as 90% of the total daily output.

News, weather and travel information is now the main work conducted by the team of three Dutch announcers working for the station aboard the Ross Revenge, which also houses RADIO CAROLINE.

DJs record programmes which are officially destined for any station which contracts to purchase them for

airing - including potential stations in Belgium, Holland, etc. They are produced in Hilversum, Holland.

One MONIQUE staffer told NOW RADIO: "We're much happier now that we can do our programmes and be with our families at the same time. It was causing a lot of friction when we were apart for long periods of time. Now everyone is happier, and the station is sounding much better than for a long time."

RADIO MONIQUE, together with the sale of airtime in the evenings on CAROLINE (VIEWPOINT 963) to Religious organisations and the like brings in the operation from the Ross Revenge enough to keep it on the air.

## RED ROSE ALLOW BESWICK BACK ON AIR

RED ROSE RADIO has given ALAN BESWICK his daily programme back following an incident where 'offensive' language was allowed on-air during his controversial call-in programme on the Preston commercial station.

The station's Programme Director, MIKE HEWFIELD claims BESWICK submitted an apology to the station and after talks with the IBA the programme was resumed last week - but with firm controls on calls and a ban on offensive language.

The station had conducted a Phone Vote with listeners asked to call and register whether BESWICK should be given his position back. The majority of callers voted 'Yes' for his return to the station.

38-year old ALAN BESWICK was suspended after a listener complained to the INDEPENDENT BROADCASTING AUTHORITY over the on-air incident.

WHEN YOU'VE NEWS...

CALL NOW RADIO  
NEWSLETTER

(0536) 51 44 37

# NOW RADIO

## COMMENT

### THE ART OF THE DJ

ROB CHAPMAN  
For NOW RADIO

As was mentioned in a previous NOW RADIO I am currently doing research into the history of pop music radio. The result of this endeavour will be some rather fetching letters after my name in about a years time, plus, I hope, a book on the subject (publishers and budget willing). The main areas I am looking at are the offshore eras' 1964 - 1968 and 1970 - 1974, plus a look at how the whole offshore radio phenomenon affected the BBC and the setting up of ILR. In addition to this I'm hoping to make a complete case study of the 23-year history of RADIO CAROLINE and also take a close look at format radio - in particular the oldies format. I'm also going to look at the role, or should I say the art form, of the humble disc jockey. And that brings me nicely on to this article. What follows is really little more than a thumbnail sketch of a subject that you could quite easily devote an entire magazine to. The purpose of it is to clarify some of the ideas I have on what constitutes a good disc jockey. It's by no means the definitive article. You may agree or disagree with my ten choices - but read on and let's have some feedback.

ALAN FREEMAN

My first choice may surprise you; the recently and deservedly honoured ALAN FREEMAN. Still doing it with a restricted format after all these years. I mean, own up, who else could make the chart rundown sound half as interesting? And he's been far more influential than you think - just count the number of jocks who punctuate with "o.k." and "alright!" without realising where it came from. Those words didn't exist on the radio

before 1962! And before I forget he's probably the most underrated champion of what used to be known as progressive music and hard rock too. Alright. Stay bright!

JIMMY SAVILLE

If my first choice surprised you, my second will have you falling off your chair. JIMMY SAVILLE. If anyone ever created his own little wireless world this is the man. From his dancehall days to his Teen and Twenty Disc Club days right through to his current state of the art endless anecdotes about 'The King' and 'Brian Poole and the Trems' the man has always been a complete original. God knows what the Americans would make of his complete re-organizing of the English language as it is spoke. On account of. All these years ago. Howzabout we make. Every three words. Sound like a. Complete sentence. He only sounds normal because we've got used to him. Producer John Walters has this theory that Saville sounds like a man translating everything into English from a phrasebook.

KENNY EVERETT

If you can judge a good DJ by his number of imitators then KENNY EVERETT has got to be top of most peoples lists. I'm not even going to credit the current bunch of Radio One and ILR poseurs who are still living off his sheer genius. You know who they are. They know who they are. The airwaves are awash with poor imitations desperately trying to sound 'whacky' and 'zany'. Listen, the words were invented for Our Ken. I once saw a short TV clip of him at work in the CAPITAL RADIO studios, doing with two hands what most announcers would need five for (plus a producer, of course!) Out of the vast array of tapes, jingles, effects and records, and the seemingly chaotic bundle of scripts, memos and ads Kenny was working miracles. I

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hadn't realised til I saw that clip what a sheer technical genius he is. Probably at his best in the late sixties until the famous sacking incident at the BBC curbed his natural talents. (After a news item about the Transport Ministers wife passing her driving test Kenny innocently wondered if she had slipped him a fiver.) Once described the move from pirate radio to the BBC as 'like going from a steamy orgy straight into a Church.'

STUART HENRY

Another DJ whose career was hindered rather than helped by the Beeb was STUART HENRY. I once heard him get into a fearsome argument with TONY BRANDON on ROSKO's Roundtable about the current dire state of pop music - this could have been 1970/71 time. Can you imagine anything like that happening now in the age of Corporation 'yes men'? On his Saturday morning show Stuart used to have an ecology slot before most people knew what the word meant. On it he used to sound off about what we were doing to our environment, our seals, and our whales. Not exactly standard Saturday morning fare - and part of the reason why he didn't stay at Radio One. Sometimes it doesn't pay to have opinions.

After years in the LUXEMBOURG wilderness of fading signals and San-pro ads Stuart cropped up very briefly last summer on Radio One sitting in for JIMMY SAVILLE at the Edinburgh Commonwealth Games. I probably hadn't heard his voice on the radio for 10 years and the shaky delivery came as a real shock. The 'awright an friends' of old replaced by the debilitating effects of Multiple Sclerosis. Even more touching was his recent TV appearance on 'Vogan', with wife Ollie. Sadly he's had to give up his LUXEMBOURG programmes but if his TV appearance was anything to go by there's life in the old boy yet. A reminder of times when DJs had opinions about slightly more important

issues than whether the new Frankie Goes to Hollywood single was rude or not.

You may be getting the impression by now that I'm an unashamed advocate of those who perfected their craft during UK radio's Golden Age (i.e. 1964 - 1968), and you would be right. It's not just a simple matter of nostalgia (although I don't mind admitting that comes into it) it's just that it seems to me that people took more risks in those pioneering days and no one takes risks anymore. Not in the current climate anyway. With the new Government proposals on sound broadcasting maybe a new Golden Age is just around the corner. Maybe....

DAN INGRAM

Now an American jock who had a phenomenal influence on British radio in the sixties: BIGDAN INGRAM. Along with other WMC and WABC Goodguys like JACK SPECTOR, COUSIN BRUCIE and GARY STEVENS, the Big Dan approach revolutionised format radio in this country. DAN INGRAM wasn't just a shouter. He had a quick brain too and a pioneering sense of radio humour, seemingly able to send up ads and records without offending sponsors or artists. We've never had that relaxed attitude in this country (remember BENNY EVERETT was sacked from RADIO LONDON once for sending up the commercials) perhaps it's symptomatic of the way commercial radio has never really been given its head in this country, or rather never been given the circumstances in which it could truly flourish - but again that's a story in itself.

So far I've succeeded in saying what a good DJ isn't as much as what a good DJ is. Good DJ's don't merely imitate their heroes for one thing. But perhaps more important a good DJ doesn't take his audience for granted. Radio abounds with all kinds



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of bogus assumptions about "what the audience wants" and too many jocks blindly go along with this. I told a friend recently that I was thinking of calling one chapter in my book "The Hidden Assumptions of Pop Music Radio", to which he replied in disbelief, "There's no such thing." I gave him a simple example or two; "Why do you never hear Jimi Hendrix at 9am?" Because that's a hidden assumption, and a very patronising one at that, that the only people listening at 9am don't want anything too wild. And of course the only people listening at 9am are housewives. We know this because 99% of all mid-morning jocks still come out with clapped out old greetings like, "Well, you've got the kids off to school. I expect you're just sitting down with a cup of coffee before you start the housework." Never mind the fact that there are over 3-million people not working. Never mind the fact that 65% of all wives and mothers work for a living. Never mind the simple fact that there are thousands more people listening in offices, factories and shops.

## ANDY ARCHER

My next two choices go completely against the grain of such assumptions. One is ANDY ARCHER, now working at RADIO ORVELL, but at various points between 1967 and 1974 holding down one of the finest examples of mid-morning programming in the UK on CAROLINE and RNI. Probably at his best on RNI in 1970 when he programmed a fine mixture of the more orchestral end of progressive rock (Moody Blues, Nice, etc), hip easy listening (Sergio Mendez, Ray Conniff, etc), Classy MOR (Shirley Bassey, Andy Williams) and both the bright up-tempo end of the 60's pop (Pet Clark, Dionne Warwick) and the close harmony end of the late 60's/early 70's (Association, Crosby, Stills, Nash & Young). Put that little lot together and you've got a man who understands the texture of programming

and compare him with the chief opposition at the time, Jimmy Young.....well, I rest my case.

## TONY ALLAN

The other assumption always made about the relationship between jock and listener is also one of status: white, male, and heterosexual being the norm for the jock. You will notice that there are no women in this list. Given the time to develop any one of the Laselettes could have made it but sadly that's in the past now and all we have are memories. Again, here as so often, we are 30 years behind the USA. It's perfectly ok for a male to go on the air and flirt over the phone with his female listeners, (the "is your husband out? I'll be round later" routine) But if the roles were reversed it would be all too much for your average macho man. It's the same syndrome as when women put up male pin-ups in the office to wind up the men. The men usually react defensively and abusively. This speaks volumes about the inequality between the sexes and also goes a long way towards explaining why there aren't more successful female jocks on daytime radio. One DJ who never leaves anyone in any doubt about his sexuality is TONY ALLEN. A forthright spokesman on gay issues and highly regarded by anyone who has ever worked with him. Tony always seemed to be audibly lift morale whenever he made one of his occasional visits out to the Mi Amigo (CAROLINE) in the 1970's with innovative programming and fresh ideas. And wouldn't it be great to hear him out on the station right now? Not for Tony the ghetto-ising of categories - pop music in the corner, soul in another, alternative in another. If they sounded good together he played them together which meant anything from Abba to Zappa to Edith Piaf to Ike and Tina Turner. And the amazing thing is it always worked. Like STUART HENRY, who

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also started out on RADIO SCOTLAND all those years ago. Tony has been a tireless campaigner for ecological issues over the years. He once read out over the air a Greenpeace black list of companies who use whale oil in their products. Still going strong in Ireland, flitting about from station to station. As one ex-colleague of Tony's recently told me, "He gets bored easily - he goes to a station, puts it back on its feet and then moves along." Ireland's gain is our loss, believe me.

Of course the big thing both Tony and Andy have in common is a genuine love and knowledge of music. This may seem an obvious thing to say but I'm not sure it's a pre-requisite anymore for a job in pop music radio. I mean have you listened to ILR lately? Now I've always had a bit of a simplistic attitude about all this but I figured that if you want to be a lorry driver you go and get your HGV licence, and if you want to be a plumber you go and sit your City & Guilds. So if you want to be a DJ on the radio what would be wrong with sitting a test-out of 50 or a hundred questions on pop music. I think the results from some of our current crop of radio jocks would make pretty interesting reading. But I'm not advocating that the airwaves be filled with know-it-all's like MIKE READ, PAUL GAMBACINI or, God forbid, TIN RICE, as I hope my next two choices will prove.

JOHN PEEL

I'm of the rather unfashionable opinion that RADIO LONDON was actually at its best in the last few months of its life. Most of the big names had either gone on to TV or radio pastures new (PETE BRADY, DAVE CASH, TONY WINDSOR, CHRIS DEWING) or were getting their feet under the table at the Beeb in preparation for the coming Radio One (TONY BLACKBURN, KENNY EVERETT, KEITH SKUES). The effect was to make the station more natural

and a little less slick and Americanised. Those who were left to close down the station still made up a pretty formidable team which many stations would have been proud of; name like PAUL KAYE, MARK ROMAN, CHUCK BLAIR, PETER DRUMMOND, ED STEWART, TOMMY VANCE and one JOHN PEEL. Sending up the Top-40 format by day and inventing English Underground radio by night with the Pufumed Garden, Peel set the standard for years to come. Remember this is the man who said All You Need Is Love was 'number infinity' in the charts. And never did a man have so many imitators as John did in the early '70's (and not just in radio either. My mis-spent youth at festivals and clubs was completely infested with Peel soundalikes drawing away. At one time you couldn't move for all the whispering BOB HARRIS's and the like, who thought allyou had to do was speak in a dull monotone and somehow all those dreadful hairy groups would somehow sound better and you would sound more hip and more profound into the bargain - which was missing the point entirely. Peel had a sense of humour for a start, and his musical tastes unlike so many of his subsequent clones were wide ranging. He championed a lot of non-nonsense back-to-the-roots boogie at one time (The Faces, Status Quo, etc) making his embracing of punk rock in 1977 a natural progression rather than a surprise. It sent all the 'Stairway to Heaven' fans into apoplexy. Never afraid to be one step ahead of his audience Peely is still at it. His listeners still seem to want a non-stop diet of Smiths imitators. Peel plays them hip-hop. The only survivor of RADIO ONE's original team he obviously can't go on forever. My guess is that they will eventually put him out to pasture on RADIO FOUR and THE BBC WORLD SERVICE - where he does much of his best work anyway.

# NOW RADIO

## JOHNNIE WALKER

John Peel once said in an interview that you couldn't talk to anyone in this business for more than half-an-hour without the name JOHNNIE WALKER cropping up. Such is the high esteem in which he is held by his fellow broadcasters. This is certainly born out by the interviews I've done so far for my research, and the reputation is completely confirmed by my recent meeting with the man himself. I found him to be utterly sincere, extremely helpful, and totally lacking in ego. He also has a passion for his craft which is difficult to describe in mere words. Many DJs if you ask them will say that radio is about one-to-one communication. You have an ideal listener in your head and you talk to that person directly. I've never heard anyone do that better than Johnnie. He has a completely natural on-air presence and personality and never sounds like he is talking down to anyone. When RADIO CAROLINE was outlawed by the Marine (etc) Broadcasting Offences Act 20 years ago this August Johnnie entered into a whole new phase. The relationship between him and his loyal listeners took on a whole new intimacy. Perhaps the only modern example of such a bond born out of adversity was CHARLIE WOLF's last few weeks on the m.v. Communicator during Euroseige. Once described by TONY BLACKBURN as 'possibly liking music too much' Johnnie has had more than his fair share of ups and downs career wise. He missed the boat completely in 1976 and left RADIO ONE and Britain at precisely the moment when a stagnant music scene started to get interesting again. After years in the radio wilderness he is deservedly back where he belongs - doing incidentally what he first wanted to do in 1976!

The point I made about DJs being tested on their knowledge of music, coupled with the point I made about British radio's golden age (i.e. the

1960's) brings me nicely onto one of my favourite radio fantasies. A little while ago in the USA they started bringing back a lot of the veteran jocks from the fifties and sixties to boost the oldies format; people like DICK BOWDI, JACK SPECTOR, COUSIN BRUCE, etc. The thinking behind it being if you are going to play oldies you might as well have the guys hosting these shows who know what they are talking about because they were there in the first place. Now, can you imagine such a station in this country? Staffed say by TONY BLACKBURN, ROSKO, KENNY EVERETT, DAVE CASH, JOHNNIE WALKER... With BLACKBURN, TONY PRINCE and CHRIS CARY making an aborted application for a community licence a while back maybe its not that far fetched, and if the application is ever reactivated after the election, well things could get interesting.

## TONY BLACKBURN

One jock still going strong in his forties and probably sounding better than ever is TONY BLACKBURN. With his mid-morning 'sex and soul' show on BBC RADIO LONDON Tony has completely lifted himself out of the doldrums of a few years back which saw him slide from RADIO ONE Golden Boy to the sheer humiliation of Junior Choice. He has always been a firm advocate of deregulation and the free market and unlike some station bosses I could mention he doesn't just winge and whine about unfair competition from pirates - he responds to the challenge. The way his present programme came about is a case in point. Tony would be driving around London with nothing to listen to other than the soul pirates like JFM and HORIZON. Overnight he ditched his format and just started playing solid soul for three hours. To its credit BBC RADIO LONDON has virtually rebuilt its daytime sound around him (and now calls itself London's Premier Soul Station, which is a bit

# NOW RADIO

cheeky but may cause the present soul pirates more problems than they think when the community licences are dished out) Tony has always been proud of his pirate days on the original BIG L and can currently be heard using those wonderful PAMS jingles all over again. He says flippantly that he doesn't care anymore. So his programme is saucy, it's titillating, but it's friendly and if you listen closely, it's all done with humour and affection for his listening audience. Tony may not care too much about the consequences of the odd risqué joke or comment, but he certainly cares one hell of a lot about radio - and that's what counts.

ROB CHAPMAN  
© 1987

ED: Well, now you've read what ROB CHAPMAN has to say about The Art of The DJ, let's hear your comments!

I know there'll be some amongst our readership who will feel that Rob is wrong in his selection of a list which more or less only comprises of names which came to the notice of listeners during the 'sixties.

I tend to agree with Rob's thinking, however, in that there are few real broadcast deejays at the moment who stand out. There are obviously some guys (and hopefully girls/ladies/women!) around who deserve to get a bigger hearing than on some outback local station. Let's hear suggestions as to who these people are - send us airchecks and we'll review them.

I do hear DJs from time to time who are not members of The Old School - WBIL FOX is one I would mention and congratulate NORMAN BILTON, managing director of RADIO WYVERN for giving a break on that stations afternoon drive session. Norman

gave Neil freedom to develop - and as a result we can now enjoy this guys talent almost every night on RADIO LUXEMBOURG. So, let's say congratulations to MAURICE and the gang in Hertford Street for taking on Foxy!

We do need new, fresh and original talent, though. Broadcasters who have some original thoughts and ideas. Broadcasters who would be prepared to stand up and be counted. Maybe it could be with a kind of music that they believe in, or in a style of delivery.

For years almost every audition tape sent to any ILR station has sounded nothing much more than a duplication of what is already being put out by the station.

I've always thought that the first few seconds of any audition tape is enough - and at least I do listen to the tapes that come our way - so make your tapes stand out.

It is important that you know what is already going on in the radio industry - as what is not. Believe me, when I tell you there are many people on the air today who don't know what their competition is up to - let alone what's on LUXEMBOURG at night! (Dare I say there are some ignorant of happenings on programmes on their own stations....!?)

Perhaps it's a case whereby the likes of JOHNNIE WALKER, JOHN PEEL and TONY BLACKBURN are really into radio - and know just how powerful a medium it really can be...they know it is magic...and like to share it with the listener.

Out there I know there is fresh talent.....Let's hear about them...now!  
EGLR

# NOW RADIO

## DTI ACTION AGAINST PIRATES ON INCREASE

The Department of Trade's Radio Investigation Service conducted 113 raids on illegal pirate radio stations between January 1 and March 31st.

During the whole of the past year only 209 raids were conducted by the RIS department officials.

There are more than 25 pirate stations being logged at the present time in the London area.

As reported previously, some observers had predicted that the number of raids on such stations would decline following publication of the Government's Green Paper on the future of sound broadcasting, which proposed a great degree of deregulation.

Some stations have found the pressure from the DTI difficult to manage. Others have been spending thousands of pounds of replacement equipment following raids.

Radio stations broadcasting without a licence are liable to a fine of up to £2,000 under the Wireless Telegraphy Act (1949).

## VIKING MOVES

Veteran broadcaster KEITH SKUES is no longer Programme Controller at RADIO HALLAM following a restructuring of the VIKING GROUP, which consists of HALLAM, PENNINE RADIO and Hull's VIKING RADIO.

Former Managing Director of VIKING RADIO, ROGER BROOKS, is now Group Operations Manager for the three stations. His responsibilities include Programming and News output.

SKUES, whose career began with BFM, took him via offshore stations RADIO CAROLINE SOUTH and RADIO LONDON to the BBC, had been Programme Director of RADIO HALLAM since it went on the air in 1974. He will now be concentrating on broadcasting, where he will be presenting a Sunday midday programme

which will be aired on the group's three stations.

BILL MacDONALD becomes Managing Director of the VIKING GROUP and MIKE BOOTHROYD, former PENNINE RADIO MD is now responsible for marketing and sales of the three stations as General Manager.

Evaluation of the VIKING and RED ROSE RADIO GROUP continues ahead of a planned merger between the two groups. Details should be before both Boards at the end of the month, at which time further moves will be made to formulate the formal merger of the groups into one, which would then own RADIO AIRE (Leeds), RED ROSE (Preston), RED DRAGON (Cardiff), VIKING RADIO (Hull), PENNINE RADIO (Bradford), and RADIO HALLAM (Sheffield).

The meetings so far have agreed that BILL MacDONALD and DAVID MAKER (managing director, RED ROSE) should be joint Managing Directors.

VIKING, HALLAM and PENNINE are now simulcasting on all transmitters between 8pm and 6am daily.

## ABD/HOME OFFICE MEETING

CHRIS ANDREW  
For NOW RADIO

"Encouraging," was PAUL BOON's reaction to the ABD meeting with the Home Office Broadcasting Department, held last Friday (May 15th).

"I feel this is a time for great optimism for the whole range of non-BBC services," said Boon. "This includes not only the existing IR stations who will benefit from the cost-saving cuts in regulation, but also the ABD's New Entrants, whether they be specialist (music/ethnic/language), truly local services or public participative stations.

"At last all the hocus-pocus we have all had to put up with for years from such of the Establishment has been tempered by good old-fashioned common sense due to the forthright arguments put forward by the Green Paper."

In consolidating its collective response to the Green Paper, the ABD reports that radio, like any other service industry is envisaged, providing firstly a wide choice for listeners and also job opportunities for would-be broadcasters.

# NOW RADIO

"Regretably, however, time is not on our side," continued BOON, "It looks as if the legislative process will take place in the 1988/9 Parliamentary term, therefore we need an effective and united radio 'lobby' drawing on the services of those best placed to help our cause."

The ABU is now exploring how groups might best apply for licences when they become available. One way might be to put the onus on applicant groups to apply for an area they had identified, making proposals for the type of service to be provided to the 'authority', not unlike a retailer applying to the local authority for planning permission. PAUL BOON feels this is one way of achieving development through incremental stages as outlined in the Green Paper.

## ROSE'S RAMBLINGS

I must admit that we were ready to commission some of our regular contributors to begin writing articles on the demise of the offshore radio scene, the impossible odds against successful commercial stations broadcasting from the high seas and, in particular, a well-documented obituary to LASER HOT HITS 576. We would have asked them to analyse how RADIO CAROLINE could survive whilst other projects arrive on the scene and just flop.

Indeed, I myself had started talking to people who had been involved over the years, whilst consideration was being given to a main front-page

headline and photograph-cum-sketch of a sinking pirate radio vessel.

We really did think that the end was in sight for the current LASER operation. We knew that if LASER was a failure this time around, any chance for new groups to obtain any kind of secure backing and also listener credibility would be very much impossible in the future. It would be down to CAROLINE to continue as she does, alone and strong-ish.

Then, like a bat-out-of-hell, came the hot news that a massive cash injection, the like of which has not been seen since the sixties, together with advertising contracts worth a fortune in offshore radio terms, had secured not only broadcasting for LASER HOT HITS but also for a second station from the ship.

Given that cash, and the fact that summer is here and engineering and repair work can be carried out much quicker in such conditions, it will not be too long before the Thorn In The Side of the UK landbased broadcasters is once again in action and seeking out the five million listeners it once had.

Of course, and don't I know it, the DTI will again be seeking to starve the station out of action, and we will all be warned that the Marine (etc) Broadcasting Offences Act (1967, Your honour) is very much alive and being used in a number of Courts this year. But, darn it, it's a wireless station and if it gives something to listeners (who we are all supposed to

be serving) what really is wrong? I know, I know!

We have been told, by certain officials, that we do tend to paint a rosy picture of the LASER operation...just realise we were about to write a very different story...until a few rather clever, enterprising and interesting people got together, agreed contracts and realised that a little ship, once sold for a mere £35,000 was worth at least two million dollars!

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As we head towards a much lighter-touch regulation of radio in the UK, could we perhaps be about to see an end to the monopoly of IRN? Is it not wrong that all commercial radio stations HAVE to take this one service? What happens if I am running an ILR station which doesn't want to accept just two minutes of news (presented in more of a Daily Mirror/Sun formula than anything else)?

Of course there are managing directors of stations happy with the IRN service the way it is (though many news editors are not) - so let stations decide.

Please, let us have an end to the monopoly in news provision. It will perhaps do IRN a favour at the same time by adding the need to be competitive...

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Journalists afraid that Deregulation will mean fewer jobs should look into one New Entrant we know which will pay newsroom staff 50% more than IRN/LBC..It'll have a 3-mile radius!

HSLR

# NOW RADIO

## S E R V I C E S G U I D E

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### JINGLES/IDS

PAMS JINGLES! Yes, it's true! PAMS are back in business with top quality Dallas productions for Radio Stations and Dee-Jays. So if your current jingles have lost their fizz, make the switch to PAMS today and give your station the slickest sound around. Sing-overs, A'Cappellas, Shouts, Trella Hart one-liners, Sonovox jingles (as used by Tony Blackburn) and more! Generic jingles, pre-records and collector tapes too! Details from PAMS, 4 Hansol Road, Bexleyheath, Kent, DA6 8JG. Tel: 01-304-8088. Please mention NOW RADIO when enquiring.

### BROADCAST EQUIPMENT

SBS provide a complete range of broadcast equipment for radio stations of all sizes and in all markets. Full installation, design and back-up service by professionals. Write for free brochure and price list. SBS, 42, Grenville Road, London, N19 4EN.

### AIRCHECKS

SOLID GOLD RADIO SOVEREIGN!! 60-minutes on cassette featuring some of the top-deejays, the quality jingles, commercials, PSA's, news bulletins...Send just £1.50p to: Now Radio, PO Box 45, Kettering, NN16 0NW.

### STUDIO EQUIPMENT

MBI BROADCAST SYSTEMS, 69, Ship Street, Brighton, BN1 1AE. Telephone (0273) 24928. Complete installation and design service available.

### ARCHIVE RECORDINGS

TOWER OF POWER offer a wide and interesting selection of previously unavailable tapes of music radio in the 60's, 70's & 80's. Send 2 x 18p for free list. Tower of Power Tapes, 5 Latham Street, Brigstock, Northamptonshire, NN14 3HD.

### PROGRAMMING AIDS

D'LINERS: Send request for latest catalogue on station letterhead or \$2 to D'Liners, 1237 Armacost Avenue, Suite 6H, Los Angeles, California, CA 90025, USA.

### NEW ENTRANTS

THE ASSOCIATION FOR BROADCASTING DEVELOPMENT offers membership to all potential new entrants and existing broadcasters. Send for free details: ABO, 79 Caring Croft, New Ash Green, Dartford, Kent, DA3 8PY.

### EQUIPMENT

PHOENIX COMMUNICATIONS offer a complete range of broadcast transmitters (AM & FM), antenna systems, processing units for export. Installation and Servicing also available. Telephone (01) 501 1490 and find out more from the experts.

### PUBLICATION

REFLECTIONS - The Radio Sovereign Story (Part One), covering the start-up in May 1983 of this unique station. Contains 24 pages (A4) including illustrations (rate cards, listener letters, PR material, schedules, etc. Send just £1 for your copy: Now Radio, PO Box 45, Kettering, Northants, NN16 0NW.

### VACANCY

THE VOICE OF PEACE radio station has an immediate opening for an EXPERIENCED BROADCAST ENGINEER. AM & FM Transmitters are installed on the station which is located aboard the *av Peace*, at anchor off the Tel-Aviv, Israel coast. Good financial arrangements offered. Write immediately to: The Voice of Peace, PO Box 4399, Tel-Aviv, Israel or telephone Now Radio Communications (United Kingdom Representatives VOP) (0536) 51 44 37 for further information.

TO ADVERTISE  
IN THIS SECTION  
TELEPHONE  
0536 - 51 44 37

## NOW RADIO

### GWR RADIO & PLYMOUTH SOUND IN UK'S LATEST MERGER

GWR RADIO and PLYMOUTH SOUND Boards have agreed a merger. PLYMOUTH SOUND will become a wholly-owned subsidiary of a new holding company which will be known as GWR GROUP plc.

GWR itself was the result of a merger between RADIO WEST (Bristol) and WILTSHIRE RADIO (Swindon).

The merger received the go-ahead from more than 50% of the shareholders of PLYMOUTH SOUND. The deal will involve PLYMOUTH SOUND shareholders being given 17% of the new company or a cash alternative. The deal values PLYMOUTH SOUND at £404,000.

The arrangement is subject to IBA approval.

### VIRGIN IS LATEST RADIO INVESTOR

The Virgin Group has acquired voting shares in PICCADILLY RADIO (Manchester) and says it will be developing its financial interests in more United Kingdom commercial radio stations.

Virgin say that don't want to take over existing stations but would back strong management teams at successful stations.

Their share in USM-listed PICCADILLY RADIO amounts to 4%.

Virgin bought a 15% share in Crawley-based RADIO MERCURY two years ago.

### SHAH TO HIGH COURT OVER RADIO SHARES

As part of his takeover of the Varrington Guardian Group of newspapers, EDDIE SHAH acquired shares in RADIO CITY (Liverpool). RADIO CITY claims that it has the right to veto the acquisition and it also has the right to resell the shares to someone of its own choice. CITY then nominated to sell SHAH's shares to the wife of the stations managing director - but

SHAH claims this would result in them being sold below their market value and he intends to take the issue to the High Court.

### COURT RULING WILL ALLOW INTERNATIONAL RADIO FROM ITALY

The Italian Constitutional Court has ruled that RAI, the state broadcasting organisation, has no right to a monopoly in broadcasting overseas - and the gates are open for international commercial broadcasters to establish themselves in the same way as RADIO MONTE CARLO and RADIO LUXEMBOURG.

Italy allowed private radio and television to thrive more than a decade ago when the Court ruled that RAI's monopoly was unconstitutional and breached the nation's freedom of information provisions.

The Judge did however rule that pluralism may have its limits in the international sphere and stations who provide international services must honour the country's international obligations, especially where they might be in conflict with the states official foreign policy or may upset international relations.

NOW RADIO NEWSLETTER understands that for a commercially-operated stations providing an unbiased service of news, information, music, entertainment, etc, there should be no trouble in getting on the air and providing, for example, a high-powered service on shortwave to Europe and the Middle East.

### RADIO FRANCE

RADIO FRANCE has been using the Telecom 1 satellite to distribute a stereo music programme to its local stations. 'Modulation de France' comprises 70% French music and songs. The service will be extended to a round-the-clock service following completion a trial period.