

THE Magazine for Today's Radio Industry

# Now Radio

JULY 28, 1987

ISSUE # 32

## THE NEEDLETIME ISSUE

Commercial Radio and the BBC will be joining forces to discuss royalties paid for the right to broadcast gramophone records.

DAVID HATCH, the newly established Managing Director of Network Radio at the BBC and JIMMY GORDON, Managing Director of RADIO CLYDE are shortly to hold a second meeting to discuss their particular moves.

GORDON has talked of a commercial Radio ban on any new product for a period of three months - but wants to see the BBC, especially RADIO ONE and RADIO TWO join the banning campaign. However he is reported as saying a great deal of trust would be needed for the two competitors to jointly scrap current material from music playlists.

NOV RADIO NEWSLETTER understands that the problem of trust came out as the major problem when the idea was discussed as a top secret meeting between BBC RADIO

heads and top figures at London's CAPITAL RADIO.

Meanwhile, QUINTIN THOMAS at the BROADCASTING DEPARTMENT of the HOME OFFICE has invited prospective New Entrants to write to him on the issue of Copyright payments and possible solutions to this major hurdle for all of UK Radio.

In Australia, Commercial Radio stations have just reached agreement where they are to pay less than HALF A PERCENT of Advertising Revenue in return for UNLIMITED NEEDLETIME.

## IBA TO OPEN 12 NEW IR STATIONS

The IBA is to move ahead with the establishment of a dozen new commercial local Radio stations.

The stations will be in the areas on the original list of proposed localities for ILR. Newly established companies are being encouraged to apply for the franchises. DETAILS PAGE 7.

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INSIDE THIS ISSUE... PLUS PART 3 OF  
THE WONDERFUL RADIO LONDON FILES...

THE Magazine for  
Today's Radio Industry

# Now Radio

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# EDITORIAL COMMENT

ISSUE # 32

TUESDAY JULY 28, 1987

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NOW RADIO NEWSLETTER is not published by a large international publishing house with hundreds of people, earning thousands of pounds. Indeed, it's put together by a small, dedicated and hard-working team of Radio people who really believe in getting the facts across to an ever-increasing readership.

It is this complete dedication to the service of our industry by these few rather special people that has produced the contents of this, our 32nd issue of the newsletter.

So, my thank's to LAWRENCE, PAUL and CLIVE for their professional coverage of the RADIO FESTIVAL, BOB for the Artwork, PAUL E for his research, ROB for his latest article, and all the others who won't get a namecheck here due to lack of space!

Finally, Welcome to the Crew, by the way, to NORMAN McLEOD who has joined the NOW RADIO NEWSLETTER Team!

HOWARD G. L. ROSE  
(JAY JACKSON)

## RADIO FESTIVAL '87: BIGGEST & BEST SO FAR!

CLIVE GLOVER  
For NOW RADIO

The 1987 RADIO FESTIVAL, organised by the RADIO ACADEMY and held at Bristol University from 15 to 17 July was generally agreed to be the biggest and best Festival to date. There were around 350 delegates, only half of them from the existing Radio 'establishment', i.e. the BBC, IBA and IR stations. There were strong contingents from the COMMUNITY RADIO ASSOCIATION, the CSV (which is establishing a number of Community Radio training courses), the ASSOCIATION FOR BROADCASTING DEVELOPMENT and various aspiring 'New Entrants'. The remaining delegates included various (print) journalists, freelancers and a solitary brave representative of the copyright bodies (from PES). Also present (in something of a departure from normal Whitehall practise?) were most of the HOME OFFICE officials responsible for Radio broadcasting.

The busy programme included sessions on Industrial Relations in the Radio industry, Broadcasting by Satellite, Social Action Broadcasting, Making Trails and Promotions, Buying & Selling Radio Programmes, Realities of Music Radio, Educational Broadcasting and the BBC EXTERNAL SERVICES. Uppermost in most delegates' minds, inevitably, was the Green Paper. Although its implications were discussed in virtually every session, there were two sessions dealing with the Green Paper. Last - and, as they say, by no means least - was the Keynote Address by Home Secretary, DOUGLAS HURD, who spoke on (you've guessed it!) the Green Paper.

Apart from the formal sessions, there were a number of Radio programmes being made at the Festival. All through the Festival an IBA 'Community Radio' studio was used for various live programmes on RADIO TWO, GVR, BBC RADIO BRISTOL, SEVERN SOUND and LBC RADIO.

Thursday afternoon saw a live link from Bristol to Russia (on RADO ONE) and that morning delegates provided an expert audience for the RADIO QUIZ produced by GVR. Visits were also arranged to the BBC's new Drama studio at Christchurch in Bristol and those delegates still surviving by the Friday night were able to attend JOHN DIMPSON's final appearance as Chairman on RADO FOUR's 'Any Questions', which came from Bristol University.

On the social side of the Festival, the highlight just had to be the after-dinner speaker on the Thursday night, WED SHERRIN, who had everyone rolling in the aisles - literally! So, a splendid time was had by all - and all thanks and credit must go to MAUREEN WHITWALL and everyone at the RADIO ACADEMY for the effort that went into it.

RADIO FESTIVAL '87

## OF MOTHER HENS AND CHICKENS

CLIVE GLOVER  
For NOW RADIO

One of the subjects which came up time and time again throughout the RADIO FESTIVAL was the concept of INDEPENDENT RADIO stations acting as 'Mother Hens' to groups of small 'Community' Radio in surrounding areas. These inevitably thankfully managed to avoid too many of the more obvious puns about getting egg on their faces, etc...

Potential New Entrants - and especially members of the COMMUNITY RADIO ASSOCIATION (CRA) were highly suspicious of the motives of the IBA and individual IR stations, such as RADIO CLYDE, in advocating the 'Mother Hen' approach to the development of Community Radio. (JIMMY GORDON was heard to ask if he could get a 'bulk discount' on a batch of the IBA's 'Community Radio Studio' on show at the Festival!) There remains a fundamental difference between what the CRA and the IBA call 'Community Radio'. The CRA's concept of democratically-controlled, non-profit distributing

BROADCASTING BY  
SATELLITECLIVE GLOVER  
For NOW RADIO

Radio stations is quite different from that of the IBA, which sees them just as smaller versions of existing IR stations.

There were clear suspicions amongst CRA members at the Festival (which, I should mention, included myself) that the real interest in IR stations such as RADIO CLYDE and GVR in 'mothering' Community Radio stations was to attempt to limit the competition they might provide for both audiences and advertising revenue. MARK JONES (EAST NEWCASTLE COMMUNITY RADIO) pointed out that the local IR group in Bristol, GVR, had already produced a small Chicken in Tavistock and - more recently - a very large one in Bath. These stations, occupying new frequencies with a 'sustaining service' from GVR and a few local opt-out programmes had apparently been approved by the IBA although they had not been on the original list of areas approved by the HOME OFFICE. What was to prevent IR stations hatching new Chickens all over the country in the next year or two before genuine independent Community Radio stations could be licenced?

RAY BEATY (CRA) returned to this point at another session. He urged the IBA to prevent existing IR stations making a 'pre-emptive strike' by hatching chickens all over the country to deny locations and frequencies to future Community stations and commercial stations, and suggested that the RADIO ACADEMY might try to bring them together to dispel the mutual suspicions.

Apart from a few mildly nodding heads at the latter suggestion, there was little reaction from the IBA and IR delegates present to these accusations. It seems likely that, for the moment, suspicions will remain among CRA members that the IBA and IR stations continue to see Community Radio as a threat, which they would like to delay as long as possible - and then try to absorb or control it. An announcement from Brompton Road that no new Chickens will be hatched until 1990 would do wonders to dispel such suspicions....

One of the best attended sessions was that on 'Broadcasting by Satellite'. Speakers at this session, chaired by PAUL BROWN of the INDEPENDENT BROADCASTING AUTHORITY, were SIMON SHUTE, General Manager Engineering in BBC Radio and TONY CURRIE, responsible for Programming at the CABLE AUTHORITY.

After a general introduction by SIMON SHUTE on the principals of satellites and broadcasting from them, TONY CURRIE explained what was already being done and what the future offered for Radio broadcasters. Distribution of Radio programmes to networks was already commonplace in the USA, where it was cheaper than terrestrial links for networks of over 30 stations. For example, the SATELLITE MUSIC NETWORK offered seven different music formats to stations across the country. Similar satellite-delivered networks were now common in France, the largest being NRJ.

Two Radio networks were currently receivable in the UK, VOA EUROPE (a combination of VOICE OF AMERICA news and magazine programmes and Rock music) and BBC WORLD and OVERSEAS services. Various regulatory problems were preventing the use of satellites for UK Radio services; only BRITISH TELECOM or MERCURY could 'uplink' to a satellite and different uses of the received signal on the ground (ie by Cable operators or by individual homes) would be regulated by different authorities, the IBA or the CABLE AUTHORITY.

A number of plans existed for European satellite Radio networks which would come into operation shortly. These included a LASER-style 24-hour rock/pop channel in digital stereo (VIRGIN), a 24-hour CHR service planned by CHRIS CARRY (EURO-NOVA?), the SATELLITE MUSIC NETWORK (ROBB EDEN), a CHRISTIAN RADIO NETWORK and a Dutch-based 24-hour pop music service. All were planned to be in operation within the next 12-months.

## SHAKE-UP CONTINUES AT BBC NEWS

The BBC has continued to revamp its entire news and current affairs operation, moving further towards combining facilities to provide material designed for use by both Radio and television services.

"There are no areas of news and current affairs left untouched by Birt's ideas," said one staffer at Broadcasting House, W.1.

ROW NEIL moves from editorship of BBC TV News to head a new-look management team and he will be responsible for a combined news operation for Radio and television which will at a later stage be operating from one major news centre.

45-year-old NEIL moved to his new office the moment Deputy Director-General, JOHN BIRT, announced his appointment.

JENNY ABRAMSKY, editor of RADIO FOUR's morning drive flagship programme Today, is heading a new position which will mean she will be responsible for Radio's combined news and current affairs programming output.

ROY WALTERS will be her deputy. LARRY HODGSON will become responsible for editorial policies in the BBC Regions.

The moves were made by JOHN BIRT within 10 days of a major meeting at Leatherhead, Surrey, designed to shake-up the entire news operation.

## INDEPENDENT RADIO NEWS BASE TO MOVE?

The CITY OF LONDON REAL PROPERTY COMPANY has informed LBC/IRN officially that it will not renew the station's lease on Communications House in Gough Square, just off Fleet Street, when it expires in 1992.

The property company has applied to the City of London for planning permission to redevelop the site.

The expiry of the lease comes at the same time as LBC/IRN's franchise with the IB ends - but the station and news service is expected to begin looking for a new home shortly. The organisation is

undergoing massive expenditure on refurbishment, including the installation of computer assisted newsroom facilities at the moment.

## HARDY GOES WEST

STEVE HARDY, currently News Producer at BBC RADIO WORFOLK, moves to become News editor at BBC RADIO CORNWALL in August.

35-year-old HARDY joined the BBC in 1982 from RADIO ORWELL, the Ipswich commercial station.

## ANOTHER INDIE MAN HIRED BY BEEB

TONY MALLION, 35, has been hired by BBC RADIO WORFOLK as a Producer. He joins the station from Norwich commercial station RADIO BROADLAND. He was with the station since it began official transmissions three years ago.

## HEAD OF MUSIC NAMED

JOHNNY BEERLING has named former Producer ROGER LEVIS as the new Head of Music for RADIO ONE.

LEVIS had also worked in ILR, at CAPITAL RADIO and RADIO TREES before joining the BBC where he has produced SIMON BATES and the documentary series on ERIC CLAPTON for the JOHNNIE WALKER programme.

## BBC INKS DEAL WITH TURNER

The BBC has inked a major contract with CNN which allows it to take up to 30-minutes daily from the satellite-delivered around-the-clock news station for use on its services - including Radio.

## RATINGS BOOK DEAL

RSGB has been given a further, three-year, contract by the ASSOCIATION OF INDEPENDENT RADIO CONTRACTORS to carry out ratings books for commercial local Radio.

NEWS 7

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**CELEBRATION TIME**

RADIO BOULOGNE LITTORAL's  
 International, English-language  
 service celebrated its fifth  
 anniversary on Monday July 20th,  
 1987.

A feature on this station appears in  
 this issue of NOW RADIO.

The service, which operates on  
 Saturday, Sunday and Monday evenings  
 from the Northern French coast with  
 programming aimed at Kent on 91.6  
 MHz FM Stereo, is to broadcast a  
 special series of interviews to mark  
 the passing of the Marine (etc)  
 Broadcasting Offences Act in 1967.

The special programme will be  
 presented by TIM STEWART and MARK  
 ALLEN and will include specially-  
 recorded interviews with ROGER DAY,  
 DON ALLEN, MARTIN KAYNE, CARL  
 CONWAY amongst several others.

ROGER DAY, now Programme Controller  
 and afternoon drive Presenter for  
 INVICTA RADIO, was a deejay with  
 SWINGING RADIO ENGLAND and CAROLINE  
 in the 'sixties. DON ALLEN was  
 Senior DJ on CAROLINE NORTH after a  
 stint with the South ship, MARTIN  
 KAYNE worked for RADIO ESSEX/BBMS  
 and followed that with a stint

aboard RADIO CAROLINE NORTH. CARL  
 CONWAY was one of the earlier voices  
 on CAROLINE. After a stint offshore  
 he ran the commercial production  
 department at Caroline House at 6,  
 Chesterfield Gardens, V.I. and  
 conducted a number of star  
 interviews and hosted numerous  
 sponsored programmes for the  
 station.

The special programme will be made  
 available on cassette after the  
 broadcast.

**SHOCK RAID ON LONDON  
 STATION**

The DTI's Radio Investigation Service  
 carried out a raid on the offices of  
 LONDON GREEK RADIO recently in a bid  
 to discover evidence of involvement  
 in the operation of unlicensed  
 broadcasting.

The station is the most raided UK  
 'pirate' station - and an observer  
 commented that by hitting at the  
 administration side of the station -  
 the DTI might both further hinder  
 that particular station as well as  
 warning other stations that such  
 action may be taken 'across the  
 board' on other unlicensed  
 broadcasters.

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## IBA TO PUSH AHEAD WITH 12 NEW ILR STATIONS

### "A CHANCE FOR NEW PLAYERS IN THE FIELD..."

The IBA is pushing ahead with the development of 12 areas on its original list, despite the publication of the Green Paper, and the threat to the future of IBA-control of non-BBC Radio.

The IBA is citing the healthy state of advertising revenue in commercial Radio at the moment as a good reason to push ahead with the new areas for ILR.

Whereas new areas have been tagged on to existing contractors' franchises in recent years, the IBA now sees it possible to award the next 12 contracts to new companies - and is hoping to allow them time to set themselves up and ready themselves for applications in response to advertisements for prospective contractors in coming months.

The areas to get new ILR stations will be:

- The Borders (Hawick) with Berwick
- Cambridge and Newmarket
- Dorchester/Weymouth
- Eastbourne/Hastings
- Hertford & Harlow
- Milton Keynes
- North West Wales
- Oxford/Banbury
- Redruth/Palmouth/Penzance/
  - Truro
- Stranraer/Dumfries/Galloway
- Whitehaven/Workington/Carlisle
  - Yeovil-Taunton

## IPA BACK RADIO GROWTH

The Institute of Practitioners in Advertising has backed the Government plan for national commercial Radio - but warns that three stations, and no less, should be established to offer a choice in programming and attract major advertisers to the services.

The IPA says the formats should include one to appeal to the youth with a music-based policy, a music/sports channel and a coast-to-coast news station.

A new Radio Authority should control the three (at least) national commercial stations, hundreds of community/neighbourhood/small business stations and an expanded ILR system.

The IPA wants to see a more relaxed line taken on Radio sponsorship conditions.

### ONLY CAPITAL REFUSES TO JOIN NEWSLINK

METRO RADIO/RADIO TEES have joined the LBC/IRN NEWSLINK sales project which offers advertising spots around prime time IRN bulletins carried by Independent Radio - leaving London's CAPITAL RADIO the only major station not to join in the special arrangement recently given full IBA approval.

### WHITNEY SPEAKS OUT

JOHN WHITNEY, Director-General, IBA, is guest of BRIAN HAYES between 1100 - 1200 noon Wednesday July 29th.

Hear the programme on 97.3 FM and 1152 AM.

### SOVEREIGN 'NEXT WEEKEND'

Solid Gold RADIO SOVEREIGN will be on the air next Sunday August 2nd on 1521kHz AM, 6240kHz Shortwave and 96.1 FM Stereo.

Test transmissions carried on July 19th resulted in reception reports from throughout Europe on shortwave.

RADIO  
FESTIVAL '87

LOOSE ENDS

As you might expect, all sorts of interesting little gems emerged at the RADIO FESTIVAL.....

Although (because?) the IBA has suggested that the National VHF/FM channel allocated to RADIO ONE before 1990 should be reallocated for one of the 3 proposed new commercial networks, this seems unlikely. Just to make sure - and no doubt due to a miracle of engineering by BBC engineers - it seems it will suddenly be possible to get RADIO ONE onto VHF/FM before 1990... Actually, RADIO ONE will appear in London and the South-East before Christmas, so listen around between 97.6 and 99.8 MHz for the test transmissions.....

According to JIMMY GORDON (MD, RADIO CLYDE), agreement has been reached in Australia between Radio stations and copyright bodies on a suitable fee for needletime. The Agreement? Well, it's 0.45% of advertising revenue - for unlimited needletime.....

RON COLES (MD, RADIO TRENT/LEICESTER SOUND and CHAIRMAN OF AIRC), in discussing the joint CHALFORD/OYSTON bid for a national Commercial Radio franchise, suggested it would be called 'RED ROO RADIO'!!!!.....

Home Secretary, DOUGLAS HURD: "We now have the possibility of a new Golden Age for Radio..." When was the Old Golden Age? (1964 - 67 perhaps?).....

TOBY CURRIE (CABLE AUTHORITY), noted that the BBC WORLD SERVICE was now being relayed by satellite within Europe. He pointed out that, under the existing laws, if a UK-based cable company decided to relay the programmes, the CABLE AUTHORITY would be required to act as regulator of the BBC WORLD SERVICE!!!!.....

The high cost (£450) of SPECIAL EVENT licences is due to the costs of sending DTI engineers to check the installations, measure the power output, etc. Community Radio groups who have organised SPECIAL EVENT broadcasts, such as RADIO THAMESMEAD and CASTLE RADIO have had to spend several hours with the DTI, who have invariably insisted on power levels being reduced (in CASTLE's case to a mere 10 milliwatts!). How strange, it was, therefore, to hear from CAPITAL RADIO engineering staff that nobody at all from the DTI visited their SPECIAL EVENT stations....

SIMON SHUTE, General Manager, BBC Engineering Department (in answer to a question on whether new national services would be cheaper to deliver by satellite) said that the BBC would be able to distribute any new national commercial networks on its existing distribution system. Now that does sound like a moneyspinner for BBC ENTERPRISES.....

All in all, THE RADIO FESTIVAL this year was an enjoyable and seemingly worthwhile event. The appearance of so many prospective operators of future local stations, supported by planned Government action to push ahead with development, left many delegates outside the existing (and what will, at least for IR, become the minority) industry feeling highly optimistic.....



## LOOSE ENDS

First of all, thank's must go to NOW RADIO's three (yes, 3 !) Reporters who have just covered the RADIO FESTIVAL for our ever-growing readership. There's no doing things by halves here, I can tell you!.....

Several of our subscribers, and a few potential subscribers, who are either blind or partially-sighted have asked if there is a chance we may be able to get into producing an audio version, on cassette, of NOW RADIO NEWSLETTER. We would welcome suggestions - and practical help offers on this one. It would be, at present, beyond us allocating any kind of budget towards but certainly one which we would be interested in discussing with any would-be producers.....

DAVE, in Morley, West Yorkshire, wants to know if we could perhaps number the pages. Well, we used to when we produced the newsletter in a set number of pages and our circulation was much lower. Now, due to the fact we are constantly compiling news and features throughout the entire fortnight ahead of publication, and the number of pages continuously grows it would be impossible. You see, we begin printing some features pages in the week or so ahead of publication...get the picture? Hope so!.....

The HOME OFFICE BROADCASTING DEPARTMENT still has not allocated all of this year's SPECIAL EVENT licences. Seems they may still accept applications - and we would be only too pleased to advise any prospective operators of conditions and what not. What you need is an event lasting two weeks and you could broadcast for the whole fortnight. As always your calls are welcomed.....

A mystery note arrived in the post the other day reading, "DTI Information: The Radiocommunications Division of the DTI have just produced their first annual report. It is available free from the DTI by calling 01 275 3072 and leaving your name and address, or you can write to the Library, Room 605, Waterloo Bridge House, London SE1. The report is some 60-pages long and in full colour. It includes a fine large photo of LASER 558 plus a list of prosecutions and fines on pirate broadcasters. A must to read by all interested in Radio. Please print the above in your newsletter..." Well, Ian, thank's - but we reviewed and published all the details of this particular annual report many, many issues ago. However, your rather interestingly presented note left us thinking it wouldn't be a bad idea to mention it again! Cheers!.....

Wasn't it moving to hear MIKE READ linking live with STUART HENRY from his home in Luxembourg on Thursday July 16 on the RADIO ONE ROADSHOW?! Must say it made a great couple of minutes listening - especially with such a warm and responsive audience....

There was a great deal of surprise at RADIO AIRR when Producer LINDA LARDER handed in her resignation. She was the brains and workhorse behind the PETER LEVY show until he left for BBC RADIO LEEDS and has more recently been producing JOHN HAMMOND who took over the 9 - 12 am shift on the station. Linda's got a new job working with children...no comment!.....

COUNTY SOUND were doing an outside broadcast at CRESSINGTON ZOO last Wednesday...and I must say I have never seen such a lack of interest from passing and potential punters - even the jock looked bored out of his mind! It has been suggested it might be a good idea to take current clients of the station to this kind of event to see the general apathy towards what they are ploughing their cash into...It was really quite a pitifull sight.....

OFFSHORE  
NOTEBOOK

So, once again we hear word from CAROLINE that certain DJs are not happy with the imposition of a rather rigid format! All we can say to guys who don't want to work as a part of a team creating a station sound - get the hell out of this business! There are people who arrive at Radio stations thinking they really can sit down and 'do their own thing' with no ground rules whatsoever. In the case of CAROLINE, the station is bigger, and always has been, than any individual deejay who ventures to open the microphone. The station comes first. Not happy with the position - jump on the next tender. He did? Good!.....

A caller who left a message at the end of the NOV RADIO NEWSLINE pointed out that sometimes we mentioned items on the NEWSLINE and didn't follow-up with the same reports in the NEWSLETTER. This means some people miss some odd bits of news or information, he says. One of those items was about the proposed Radio-ship WAINWELL which remains in a Northern Spanish port. WAINWELL has had some work carried out on it recently by engineers and plans are for the ship to sail for an anchorage off of the coast of Holland. At the moment a UK-registered tugboat lies alongside the ship - and it is hoping to tow the station to its new location sometime this summer. The owners of the ship, a British company, have received a lot of criticism since their project got underway, as readers will recall from previous bits about the project. Offers to buy the ship for 'cash on the table' and even to lease it by certain groups (with available cash) have been rejected by the owners who appear to want to play at being Radio Moguls! As they have already spent a lot more than they ever thought they would, and the project has taken far longer to get on-air than it should have, one doubts whether their enterprise will survive

under their control for very long. It takes a special breed of person to keep an Offshore Radio station operating.....

The list of DJs and Personalities from the world of Offshore Radio planning to put an appearance in at the CAROLINE MOVEMENT 'DRIFTBACK 20' event on August 15th will read like a real WHO'S WHO! As well as names of the past, expect a few of the current Offshore tribe to attend and prop up the odd bar or three!....

CAROLINE 558 Programme Director PETER PHILIPS is attempting to put together a team of DJs who will be somewhat more permanent than has been the case in the past. He's looking to build a set of, say six or seven, jocks who will become the main Team aboard the ROSS REVENGE and give them regular programmes and work out shoreleave to allow regular work on regular airshifts to one or two swing-shift jocks - cutting down on the need for some to work double shifts and also to bring an end to regular changes from 3 or 4 hour airshifts to 5 at times. Whilst this is nothing new in Offshore Commercial Radio, it would be interesting to see (a) if he can find enough talent and (b) how long such a structure can work. All Programme Director's aim for a constant and reliable Team of DJs, and this goes to show, despite all the problems involved in operating in such difficult conditions, CAROLINE 558 is no exception.....

DAVID BAKER arrived on CAROLINE 558 all set to work a four week stint. Given the prime-time morning show, the lad, with a background of several of the larger Dublin independent stations, suddenly decided to 'jump ship' and get the hell out claiming he didn't like the conditions. Understandably, PETER PHILIPS and his deputy KEVIN TURNER are not at present very happy whatsoever with the behaviour and attitude of DAVID BAKER. Whether he really thought there would be a Butler to provide for his every need is yet to be established!.....

## BEAMING IN...

Over the decades broadcasters have had to look for sometimes innovative methods of getting their voices heard by British audiences.

Before WW2 RADIO NORMANDY and LUXEMBOURG helped establish commercial Radio - leasing time on legit continental broadcast facilities.

In the 'sixties the only way of getting the 'message' across was to establish a Radio station aboard a ship or fort outside the reach of the Wireless Telegraphy Act. In the 'seventies Broadcasters who, for one reason or another, didn't want to involve themselves in the newly established IIR system, were able to sail across the sea to Ireland and broadcast there. Whilst most stations were 'local', there were the likes of RADIO NOVA beaming programmes out which were heard well by listeners in many parts of the UK.

The 'eighties, not only saw the revival of CAROLINE from its biggest-ever Radio ship, the ROSS REVENGE, and the arrival of hot rockin' LASER 558, but also a new breed of Broadcast operation made possible due to changes in French broadcasting legislation. One such operation is RADIO BOULOGNE LITTORAL (RBL).

RBL is a legal independent Radio station based in Boulogne on France's northern coast. It is operating under a licence from the French authorities and broadcasts on 96.1 MHz (stereo) around the clock. Whilst the majority of programmes are in French, an English outfit leases airtime on the facility to broadcast an INTERNATIONAL service each Saturday 9.30 p.m. until 5 a.m., Sunday 10pm - 5am and Monday 7pm until 5am.

RBL began life in November 1981 when the French Government allowed a number of local free Radio stations to be established. At first the station was based in the small town of Pont De Briques. In 1982, studios and transmission facilities were moved to a new location near-by to the harbour of Boulogne.

It was July 1982 when the International service of RBL first took to the air with a modest 60-minute programme hosted by MARK ALLEN on Monday evenings. By the following month, as interest grew, both from listeners and broadcasters, an all-night International Service was made possible. The hosts for this service included the original air-name MARK ALLEN, along with STEVE JAMES, IAN ANDERSON and MIKE NEWMAN.

As with any station, names joined and left the operation, and in coming months such names as TIM STEWART, DAVE COOPER, CHRIS LAMBERT were heard over RBL-INTERNATIONAL. And, in the best of traditions, RBL-INTERNATIONAL 'took a break' from the air for a while, but returned in 1985 with some new names, including former ABC RADIO (Tramore)/RADIO SOVEREIGN (Italy) dj STUART CLARK, TONY SIMON (ex-SIS Brussels) and STEVE ARCHER, MARK ALLEN, TIM STEWART, MIKE NEWMAN and IAN ANDERSON remained from the original crew. The station also moved to the 96.1 MHz channel as a part of the conditions included in its licence.

Extended programming, taking on Sunday nights in addition to those already airing on Monday's, were made possible in January 1986. Former CENTRE RADIO (Leicester)/ERI RADIO (Cork) and current CAROLINE 558 jock PAUL GRAHAM began presenting a programme around this time, called RBL REMEMBERS, it featured music from the 60's and 70's and became a popular show with the stations ever-growing audience.

Through 1986 RBL revamped its operation and took on-board former CAROLINE staffer JAMES DAY, as well as MARK DANIELS, JEFF JOHNSON and retained the services of TIM STEWART and MARK ALLEN from its early days, STUART CLARK, as an example, left for a stint with the VOICE OF PEACE and later CAROLINE 558. In the spring of '87 RBL-INTERNATIONAL took on two more pro's, PETE SIMESTER (WILTSHIRE RADIO) and BILL WEST (ex-CENTRE RADIO). The station also extended to operate a third evening, Saturday's from 9.30 p.m. Listeners can receive RBL-INTERNATIONAL in England from Eastbourne in the West, inland to Ashford and Maidstone and East along the Kent coast through Thanet across to the Essex coast.

The station prides itself on playing quality music and "more music per hour than any other FM station..." and also gives airtime to local, un-commercially released bands.

THE BLACK AND WHITE  
PIRATE SHOW...

a review of the  
CHANNEL 4  
presentation aired  
Monday July 13th at  
11pm. Programme  
Produced by Birmingham  
Film & Video  
Workshop.

ROB CHAPMAN  
For NOW RADIO

Like a lot of people I was looking forward to this programme. I'd heard months ago that a film crew had been sniffing around Harwich, and I'd even enquired at CHANNEL 4 as to who was making the programme. "We don't know," I was told!, "We deal with so many small production companies we have no way of knowing until it's handed in."! Sad to relate then that 'THE BLACK AND WHITE PIRATE SHOW' was basically another missed opportunity in a long line of missed opportunities to put the record straight. The main fault, of course, is that it should have been two separate programmes. One about the Offshore scene in the sixties and another about ethnic stations giving a voice to the black community in the eighties. The only connection between the two halves of the programme appeared to be the illegal playing of records. One minute we were in 1968, the next we were in the eighties, leaving out in the process a whole landbased tradition which stretches from JACKIE to SOVEREIGN - not to mention Offshore activities in the seventies. So what did we get in this eagerly awaited hour? Cheap budget snappy graphics and a trendy presenter for now with it people (that means you and I presumably). The format was standard state of the art "yoof culture" stuff for people whose attention span is 15 seconds, and I suspect for presenters who can't read cue cards for more than 15 seconds without fluffing their lines. Chronologically it was all over the place as these things usually are. Ten minutes into the programme we had arrived at the setting-up of RADIO ONE. Next minute we were back

in 1964. A caption relating to what JOHNIE WALKER or TONY BLACKBURN were doing in 1967 was accompanied by a photo of what they looked like in 1974. These were just irritating. More disturbing was the unexplained shot of SUNK HEAD TOWER being blown up in August 1967. As this was shown in the context of talk about inter-station rivalry and shootings and sabotage an undiscerning viewer might have thought that this incident was all part of that unsavoury process. Indeed a friend of mine thought precisely that - until I explained to him that in fact the RAF had blown-up the fort because it was the only one left outside territorial waters. (Apart from ROUGHS TOWER/SHALAND, now occupied by ROY BATES). While on the subject of the pirates washing their dirty linen in public I ME had promised us in their preview of the programme that 'THE BLACK AND WHITE PIRATE SHOW' would tell the true story of the CALVERT/SMEDLEY affair. Of course the programme did no such thing. Indeed as one magazine Editor found out long ago, to print the true story of that particular affair (surrounding RADIO CITY, etc) would involve considerable risk to the author and the possibility of a permanent residency at the bottom of the Thames or a concrete overcoat under the M4. Some things just aren't that black and white....

The programme did have its good points. There should have been more of ROWAN O'RAHILLY. Some great footage was accompanied by some quotes - although again often out of context. I particularly liked; "Without the Capitalist Pigs of the City of London there would have been no CAROLINE. There's no way on this planet I could have got the money from a Central Committee or WEDGEWOOD BENN."

It would have been interesting to have heard TONY BENN justifying his kiljoy views 20 years on. Indeed as JOHNIE WALKER hinted, most socialist minded people find it difficult to reconcile 'The peoples' party' with the blatantly anti-youth attitudes of 20 years ago. But again,

that would have required a programme to itself.

Lind HIND and MOSCO's book, **REBEL RADIO**, the programme was very scrambled and inaccurate on the sixties but fared much better with the eighties. Music Critic PAUL GILROY in particular was very good citing the playing in its entirety of JAMES BROWNS 22-minute 'Papa don't take no mess' as being totally impossible under current regulations. The downside of that was seen in a very telling clip of an LVR Roadshow where the ego tripping DJs proceeded to yell all the way through another JAMES BROWN classic, 'Sex Machine'. This told you everything you needed to know about why the soul stations in London are currently at an all-time low. Full of ego ridden and elitist DJs. Good old TONY BLACKBURN spoke a lot of old fashioned common sense as he usually does, wryly pointing out that the same jocks who complain about commercial soul (yeuck! Dirty Word) were all playing FIVE STAR a couple of years ago before they were successful. I suspect that if most of the current crop of Soul jocks had been around in the sixties, they would have said things like, "Sorry, I can't play WILSON PICKETT or MARTHA & THE VANDELLAS...they are in the charts, you see..." Makes you appreciate genuine jocks that much more, for whom the music is far more important than 'lifestyle', ie elitist lifestyle.

FOOTNOTE ONE: Superb BILLY CONNOLLY rant in a recent **WME**, "It makes me sick when DJs say they have a gig tonight. They do not have a gig. THEY ARE RECORD PLAYERS." A little more humility required, methinks.

FOOTNOTE TWO: **BANDUNG PRODUCTIONS** are said to be unhappy with the **BIRMINGHAM FILM & VIDEO WORKSHOP** for using the clip of the JBC raid without their permission. JBC, in turn, are unhappy with **BANDUNG** for filming them in the first place as they reckon the high profile presence of cameras led to them getting busted by the **NR ERIC GOTTS & Co...**Life goes on...!

## LASER - MAJOR MEET STATESIDE

Senior figures including the new financial backers and management of the **Radioship COMMUNICATOR** are meeting this week in the United States.

## DTI COULD BE PLANNING MASSIVE RAIDS ON LONDON UNLICENCED RADIO

Several months of careful information gathering by DTI staff and private detectives may shortly result in a massive increase in activity against London's pirate radio scene.

Already, and as a result of 3 raids on studios in a very short period, and a 'strip-search' operation at its offices, **LONDON GREEK RADIO** has said it will be off-air "for a while at least".

Recent intensive raids by the DTI on stations on Merseyside have made **ATLANTIS** reduce its operations to only four days per week - and greatly curtailed the activities of other stations in the region.

Meanwhile, in Leeds, West Yorkshire, **Black music-format stations MCR and ABC-FM** have decided to broadcast seven days per week.

## PIRATE'S APPEAL IS WON

A Kent-based pirate Radio operator who was fined £600 a few weeks ago has appealed to Crown Court and had his £600 fine reduced to £300.

The operator of **FMTR** also had the Court order the immediate return of studio equipment, including cartridge machines and a mixing desk.

A recent High Court ruling stated that 'Records and tapes' used by pirate Radio stations could not be retained by the DTI - except for use in Court as evidence.

The status of equipment, however, remains a highly debatable issue, and may not be fully resolved until and if a prosecuted pirate takes that matter before the High Court in an Appeal.

**PIRATE'S  
'KILLED' DTI  
ENGINEER,  
CLAIMS BUTCHER**

Junior Minister at THE HOME OFFICE, JOHN BUTCHER, has alleged that Pirate Radio operators caused a RADIO INVESTIGATION SERVICE engineer to have a heart attack, from which he later died.

The Minister said the engineer was dragged from his vehicle and beaten up by Pirate's.

BUTCHER claims the RIS staff are coming under increasingly violent attacks from operators of Unlicensed Radio stations around the country. He has alleged a masked-gang ambushed a van, and attacked a RIS vehicle and its occupants in London, using baseball bats.

The Minister also claimed certain senior officers and their families had received threatening telephone calls - often in the middle of the night.

"It's now happening more and more, and getting more and more violent, and we are concerned that some of these people should be prosecuted," said JOHN BUTCHER. He

continued: "We have made known what is going on (to the police) and hope that they will help us when it comes to assembling evidence to bring these people before the Courts."

Mr BUTCHER has produced an anarchist movement document which describes how Pirate's should deal with officers of the RIS and the Police in the event of a 'raid' on their station.

JOHN BUTCHER went on to say it was unfortunate that such attacks on RIS staffers were taking place at a time when Government was looking

towards the liberalisation of the airwaves "for Community Radio..."

He claimed that, often, Pirate stations broadcast 'over the top of existing, legitimate Radio Operators. He said there were examples of emergency service transmissions being interfered with by Pirate stations.

NOW RADIO spoke this morning, Tuesday, to one spokesman for the 'unlicensed' Radio scene who said:

"We cannot ever support the use of non-peaceful methods used by any Radio station which cannot broadcast with a Home Office licence. At the moment we are unable to obtain that 'bit of paper' required to make us as 'respectable' as the likes of LBC and CAPITAL. No station should ever use violence against the DTI, the Police...in fact anybody."

The spokesman continued; "I think that JOHN BUTCHER has taken a couple of very isolated cases in an attempt to paint a very nasty picture of Pirate Radio. Getting stories like this reported by the media will mean that the average man in the street will believe all he hears from a Minister...it's a good PR exercise by the HOME OFFICE and DTI. Can we now get publicity for the violence the RIS men cause? And the damage they cause to people's personal property? I doubt it! Perhaps this is a public attempt to give credence to their own illegal activities - and not have a public outcry at some of their most dubious methods of carrying out their legitimate business?"

Another said, "The police do not normally appear to like to be involved in raids and this has upset the RIS guys. This is a move to get the

Police to support their sometimes nasty methods..."

NOV RADIO reports that the publication the DTI and the HOME OFFICE are worried about is available through several fringe bookshops. However the majority of illegal broadcasters are seriously wanting to become legitimate as soon as new licences under proposed deregulation are available.

The established unlicensed Radio 'industry' abhors publications and individuals who promote violence and abuse towards those in authority and who have a rightful duty to attempt to uphold the laws of the land.

It is this kind of worrying thing that resulted in the Community Radio experiment being called off at the last moment.

However, JOHN BUTCHER, the DTI, the RIS and its officers - as well as the general public who have now heard these amazing (and horrific) reports - should be made to understand that those who have no respect for those with a job to do - in rather difficult conditions - should be dealt with in harsh terms by the Courts.

Those who operate without a licence, in a normal, professional and peaceful way, should be left alone until the day they can join the (until now) elite brigade of legit Radio broadcasters.

#### HUNT ON FOR SUFFOLK PIRATE

The Ipswich-based Commercial Radio station RADIO ORWELL/SAXON RADIO has filed a report to the IBA and DTI over a new unlicensed pirate Radio station operating in the Suffolk area.

The station identifies itself as North Sound Radio.

#### GWR IS 'A WINNER!'

GWR RADIO has reached the top spot in the ratings for Bath, only three weeks after the launch of a new opt-out service for that city.

Research figures show that GWR has latched on to the number one spot for the first time - overtaking highly popular BBC RADIO BRISTOL in the process.

The RSGB survey, to full JICRAR specifications, puts the station also ahead of BBC RADIO ONE.

31% of the Bath population now dial 103FM and GWR in the average week. RADIO BRISTOL is heard by 26% of the potential market.

#### SIXTEEN RAID CANVEY PIRATE STATION

8 DTI/RADIO INVESTIGATION SERVICE officers and 8 Policemen raided the Canvey Island Pirate station CANVEY RADIO on last Sunday week.

However, according to a member of the CANVEY RADIO team, the Search Warrant was for adjacent premises and they were asked to leave.

The station resumed broadcasting within about an hour.

#### ANOTHER CAROLINE JOCK TO LEAVE

Another new recruit to CAROLINE 558, NICK BOLLAND, has said he wants to leave the station on the next tender.

His departure brings to 3 the number of new deejays who have quit the station after only short periods aboard the vessel in recent weeks.

A further report on this appears elsewhere in this issue of NOV RADIO NEWSLETTER.

\*\*\*\*\*  
**AMERICAN RADIO  
AIRCHECKS**

RECENTLY RECORDED IN CALIFORNIA AND  
FLORIDA & FEATURING ALL THE TOP CHR  
& AOR STATIONS INCLUDING:

KIIS-FM LOS ANGELES (inc RICK  
DEES in the morning)

KMEL SAN FRANCISCO

KROY SACRAMENTO

Y100 MIAMI

POWER 96 MIAMI and many, many  
more! Recorded on High Quality C90  
Cassettes. Yours for just £4.99 inc  
P&P...

NOV RADIO, FREEPOST,  
KETTERING, NN16 0BR

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**FRASER IS NEW BOSS**

NEIL FRASER, 48, has been appointed  
the new Head of BBC RADIO SCOTLAND.  
He is a Gaelic speaker, who joined  
the Corporation in 1968 as a Radio  
Producer.

For the last 5 years he has been  
Head of Gaelic programming for both  
Radio and TV. He was one of the main  
people responsible for the  
establishment of BBC Local Radio  
stations in the Western Isles and in  
Inverness.

**IRISH STATION CLOSES  
AFTER AIR CONTROL  
PROBLEMS**

Irish Private Radio station PULSAR  
94.8 in Pailbrigan, near Dublin,  
received a visit from Irish  
Telecommunications officials in the  
last week who duly informed station  
management their transmissions were  
causing some albeit minor  
interference to communications with  
planes leaving Dublin Airport for UK  
destinations.

With no hesitation the station  
closed down. No prosecution is likely  
as a result of the stations action.

**TOP AGENCY HITS HITS  
AT AIRC**

The ASSOCIATION OF INDEPENDENT  
RADIO CONTRACTORS has been condemned  
by one of the largest advertising  
agencies, McCANN-BRICKSON, over its  
rejection of National Commercial  
Radio in its response to the Green  
Paper.

The agency described the AIRC stance  
on the issue as 'narrow and frankly  
depressing.'

McCANN-BRICKSON say that the AIRC is  
out of step with the IBA, BBC, ISBA  
and IPA on the issue - and says the  
AIRC view is a result of vested  
interests of its members.

McCANN-BRICKSON say that the long-  
term future of Commercial Radio  
would be better with the  
introduction of new national  
services.

'The AIRC standpoint is similar to  
that of a trade union which, despite  
all other arguments, must uphold the  
welfare of its members...'

**IBA ANNUAL REPORT  
PUBLISHED**

The Report for 1986/7 of the  
INDEPENDENT BROADCASTING AUTHORITY  
is published today (Tuesday July 23).  
In his introduction to the Report,  
the Chairman of the IBA, Lord  
Thomson of Monifieth, says: "The UK  
has reason to be proud of the  
Independent Broadcasting system, and  
to expect those who wish to see it  
changed to demonstrate that their  
proposals will enlarge or improve  
the services which the public enjoys,  
rather than weaken or destroy them."  
The 92-page Report carries a review  
of all IBA services, including ILR,  
ITV, CHANNEL 4 and DBS prospects.  
It costs £4.50 from HMSO and many  
good booksellers.

**HAWKSLEY IN MANILA**

In a bid to improve coverage of  
Philippines news and current affairs,  
BBC EXTERNAL SERVICES has appointed  
HUMPHREY HAWKSLEY as its  
correspondent in Manila.  
He joined the BBC in 1983 as a Sub-  
Editor.



## CAROLINE GOES WORLD-WIDE

RADIO CAROLINE's Senior Transmitter Engineer, CHICAGO, is returning to the ROSS REVENGE this coming weekend to begin work on a new service which will result in a CAROLINE signal being heard around the world.

The station is to extend its VIEWPOINT service, currently aired each evening on 963 kHz AM, to shortwave.

A 10kW RCA transmitter, originally intended to be used as a stand-by for the operations 963 broadcasts (which include RADIO MONIQUE), will be converted to carry the new service on the 49-metre band during daylight hours and in the 31-metres band during hours of darkness in Britain.

The service will carry mainly US-based Evangelical programmes for up to 20-hours per day.

A new studio is to be built on the stern portside of the ROSS REVENGE in a former store room which had been used as a Kennel for the ship's dog, RAFFLES. It will bring the number of studios on the station to four. The first is used by CAROLINE 558, the second by RADIO MONIQUE, and the third for VIEWPOINT.

An additional and new antenna system will be built, probably running from atop the main antenna mast to a forward mast, and based on the standard 'sausage' design.

The service will consist of continuous pre-recorded taped programmes, played in aboard the Radio ship by a team of up to 3 tape-jockey's.

A good proportion of income is already generated by Evangelical programming - and with the new service the station would be wholly self-sufficient.

## HUNT ON TO FIND KEY MANAGEMENT FIGURE FOR RADIO TARA

RADIO TARA, the joint-venture between RTE and RADIO LUXEMBOURG, has begun a search to find and contract a Chief Executive to run the station. RADIO TARA is due to begin broadcasting on 254 kHz Long Wave next July.

Transmission facilities on the outskirts of Dublin will provide a signal for the whole of Ireland and the United Kingdom. The station will broadcast during daytime hours - with spots near 'closedown' geared to encouraging listeners to re-tune for the evening to RADIO LUXEMBOURG. Applications for the post, in strictest confidence, should be sent to the Chairman, RADIO TARA Ltd, 61 Fitzwilliam Square, Dublin 2, Ireland.

## RADIO SOVEREIGN

RADIO SOVEREIGN programmes will be broadcast from this coming Sunday from transmitter facilities in Ireland on 6240 kHz shortwave, 1521 kHz AM and 96.1 FM Stereo.

Recent test-transmissions brought in hundreds of reports from Ireland, Britain and the European continent, including East Berlin.

Commercial time is being sold at £3 per half-minute spots, with 'live-read' and sponsored programming also being offered.

The station follows the SOVEREIGN SOLID GOLD format.

Contact Address: SOVEREIGN SALES, c/o NOW RADIO COMMUNICATIONS, PO Box 45, Kettering, Northants, NN16 0JW.

## CLOSING PIRATES MAY BE PART OF DEAL

A part of the deal between RTE and RADIO LUXEMBOURG for establishing a new International Long Wave Commercial Radio service, RADIO TARA, may be the introduction of legislation to closedown 'pirate' stations and issue a limited number of official broadcasting permits, says our Dublin Correspondent. Legislation may be introduced this autumn.

## THE WONDERFUL RADIO LONDON FILES

BY CHRIS  
ELLIOT

EDITORS NOTE: Chris Elliot has pointed out that we omitted a short but vital paragraph from Part 2 of The Radio London Files; the paragraph concerning the actual decision to call the station Radio London!!! Sorry Chris! So to put the record straight before Part 3, we back track a little.....

You will remember that by August 1964 there was still no firm decision in Texas as to the station name. Philip Birch, responsible for the newly established British sales operation, had suggested 'Radio Galaxy', a name that also appealed to several of the Texan backers. However station mentor Don Pierson had been so impressed with KLIF in Dallas that he was determined to call the station 'Radio KLIF - London! Dallas was known as the 'Big D' and so London could become 'Big L'!

Philip Birch felt this indecision was interfering with progress on his sales side and he made his feelings known to the Texans. Not long afterwards what seemed like a very sensible compromise was reached between the Galaxy suggestion and the KLIF-London idea. The station would be known as 'Radio London - The Big L', while the Density/Manoula ship would be re-christened 'The Galaxy'.

Now, Read On!!

### PART THREE

*In the last issue of NOW RADIO, we saw how the former American minesweeper 'Density' was renamed 'Galaxy' and converted into a floating radio station. We saw how, after much debate, Radio London got its name and how the final business structure was formulated - to*

include, under Philip Birch's management, a British sales company. The story continues:-

When Philip Birch moved into 17, Curzon Street on September 1st, 1964, he was immediately joined by American George Kuper, sent over to London by the Texan backers to help Birch with publicity and to give Radio London an acceptable 'face' in the eyes of the British press and public. Birch's company would from now on be known as 'Radlon (Sales) Ltd' and conduct its affairs under the terms of Kanter and Steffen's operational structure (see part 2).

Philip Birch was keen to see Radlon 'sell' the station to potential advertisers well ahead of its launch, to demonstrate commercial radio's viability, and he wasted no time recruiting two experienced salesmen to do just that. First through the door was Alan Keen whose successful track record selling advertising space for IPC had much impressed Birch. Keen was followed shortly afterwards by Dennis Maitland, formerly assistant Advertising Manager with Housewife magazine. With Philip Birch now assuming the role of Radlon's Managing Director, he, Keen and Maitland would make up the company Board, along with the Company Secretary Geoffrey Bean, a member of the firm of auditors subsequently employed to look after the Radlon books. The new company's authorised capital was now £1,500 with ten £1 shares being issued; nine for Philip Birch and one for his wife. (A British company must always have more than one shareholder). Meanwhile George Kuper was hard at work converting number 17's attractive front office into a showroom, with the intention of officially opening Radlon Sales for business on Monday September 21st. The showroom 'display' was to include several 'blow-up' photographs of the Galaxy, her studio equipment and transmitters, etc, and even a model of the ship, painted in the company colours of red, black and white (the Galaxy herself was not

painted in these colours until the summer of 1965). Both Birch and Kuper were shrewd enough to realise that such displays would help install confidence in the size of the Radio London operation right from the word go and give the station valuable publicity. And it worked because just one week after opening, Radlon Sales had sufficiently impressed Royal (Standard Brands), Cheeseborough-Ponds, Vick (Formula 44), Elco & Gibbs, all of whom expressed the desire to advertise with the station the moment it started. So pleased was Philip Birch with this response that he offered the advertisers a large number of extra commercial 'spots' on a filler basis during the first month of broadcasting. He realised that giving these first advertisers such extra value would also make Radio London sound very prosperous 'on-air' from day one.

Although the advertisers were showing great confidence in both Radlon Sales and the proposed Radio London, the same could not be said for Philip Birch's feelings about that great British institution, The General Post Office! No budding sales company could operate efficiently without telephones and at that time it was taking the GPO two or three months to install switchboards in London. It annoyed Birch that Radlon, because of the nature of their business, could not really pull any strings to have things speeded up! His frustration was somewhat alleviated when Radlon found themselves assigned to the prestigious MAYfair exchange, with the number 5361 and nine consecutive numbers immediately being reserved for them. Remember, of course that the GPO had no idea at this stage that yet another pirate radio station was gradually blossoming into life! Two phone lines were working by the middle of September, with the promise of another three a few weeks later, and another five a few more weeks after that! As Philip Birch wryly commented to Don Pierson: "This is one hell of a way to run a

telephone system, but that is nationalisation for you!!!"

Of course, setting up Radlon was costing Birch a great deal of money and in a letter to Pierson dated September 18th, he reminded the Texan that as yet there had been no sign of any funds from the Mercantile Bank in Freeport and that \$7,000 was needed urgently to cover expenses. One begins to sense a little antagonism growing between Birch and Pierson here and the coming weeks showed this to be all too true (as you will discover in the next issue). Philip Birch's attitude to the whole concept of Radio London was rigorously professional. He was a keen supporter of American commercial radio, having witnessed it first hand whilst working for J. Walter Thompson, and wanted to prove that such free enterprise broadcasting could be just as successful here. He was not particularly impressed with the 'buccaneering' image of the early offshore stations and wanted to give both Radlon Sales and Radio London an air of respectability that would be noticed in 'high places'.

To achieve this, Birch and George Kuper had started discussions with Patric Baker Limited, a public relations company, with a view to them handling Radio London's all-important introduction. Patric Baker later submitted a public relations plan which was immediately approved by Birch, and the company was authorised to get this very skilled work under way.

The most significant parts of this five page plan were as follows:-

#### RADIO LONDON

##### Public Relations Plan

\*\*\*\*\*

#### INTRODUCTION

This memorandum has been prepared in order to present a planned public relations campaign on

behalf of Radio London and their British sales company. Our proposals are based on discussions with Mr Birch and Mr Kuper. They take into account the many problems involved in putting a new radio station on the air, the climate of opinion at the present time and the need to 'play it cool' at the outset.

#### BASIC REQUIREMENTS

1. To establish Radio London as the most powerful, best organised and equipped and most effective commercial radio station serving Great Britain.
2. To establish the sales company as the finest of its type, offering a new and vital service to national, regional, and possibly local advertisers.
3. To do all in our power to build goodwill for Radio London among members of the 'Establishment' in an effort to frustrate possible anti-commercial radiol legislation.

#### PROPOSALS

##### 1. Launching of Station:

For reasons already discussed we have agreed that it would be unwise to hold a full-scale Press Conference on the day that Radio London goes on the air. We therefore propose to adopt the following technique:

##### (a) Press Release on Launching

This would be issued by us to all national, provincial and local papers in the area served by Radio London, to selected journals, magazines, agencies and the trade and technical press. We suggest separate versions for the various media, with the offer of photographic material, if available. The timing of these releases depends on the editorial closing dates of the selected periodicals. Dailies and agencies should receive their 'shots' on the day before Radio London goes

on the air. These arrangements are subject to the story not breaking as a result of your advertisers negotiations within the next few weeks. If the story does break all media will receive an alternative release which will be arranged in advance of this hazard.

##### (b) Press at Advertisers' Parties

We understand that you intend to hold a series of get-togethers for prominent agency men and prospective advertisers within the next few weeks. Coincident with the issue of the 'launching press release' we would suggest that you ask along a limited number of journalists to see the exhibition, meet your advertising friends and members of the Radio London team. If this is done, facilities must be provided for informal questioning. We will supply suitable names and issue the invitations on your behalf.

##### (c) Special Facilities

It may be that some newspapers and magazines will wish to prepare features of their own choosing on aspects of the launching. In our experience, most publications make their own travel and photographic arrangements, but we must be prepared to offer them every facility. We shall naturally do all we can to generate feature ideas, both at the launching and during the follow-up campaign.

##### (d) Press Material

We will prepare press kits for all journalists attending your parties. These should contain as much background as possible, photographs and a personal message from Mr Birch. We should also need to build up a file of general information to enable us to answer press queries on the spot and offer specialised stories to selected publications during the launching period and subsequently whenever the opportunity arises.

(e) Radio London Exhibition

As agreed at our last meeting, we will design and prepare your proposed exhibition of Radio London's background which you state will form a feature of your contact parties in Curzon Street.

(f) Press Relations

We shall be on hand throughout the launching period to deal with all press queries and to act as a 'buffer' against the awkward minority.

2. Follow-Up Campaign:

(g) Press Liason

During the weeks and months following the launching we should maintain routine contact with all journals in your field, feeding them with general releases on programme news, personality and general news items about the station, audience reaction, technical developments, etc., etc.

(h) Press Conference

As soon as you have been able to assess the probable listenership figures and the reaction of advertisers to Radio London, we would recommend a full-scale Press Conference only if the general picture is promising. This should be held mid-week at around 12-noon in your Curzon St. office and take the form of a buffet luncheon.

(i) Promotions

Every opportunity should be taken to arrange Radio London promotions, i.e. talent competitions, radio/postal bingo, special request programmes, tie-ups with popular magazines and possibly record companies.

(j) Publications

We would suggest the issue of a regular Radio London Newsletter, possibly produced in two editions;

one for press distribution, the other as a direct mail-shot to everyone on your own mailing lists. Frequency of issue would depend on the success of the station and the news and facts available, but bi-weekly numbers would be a sound target. Once the station is established, and there is no undue persecution from official quarters, the question of publishing a Radio London Magazine should also be considered.

(k) Personality PR

This simply means 'building-up' persons within an organisation, so that, in time, they are looked on by the press and the public they serve as responsible opinion leaders and spokesmen for their particular profession or industry. We have been very successful in this specialised form of PR and would suggest that we be permitted to groom Mr Birch for 'stardom'. He would be encouraged to act as spokesman for properly conducted commercial broadcasting etc. in this country through the media of national and provincial newspapers, radio and television and by lecturing and after-dinner speaking to responsible bodies and clubs.

IMPLEMENTATION

In order to put the above proposals into effect we should have to be taken fully into your confidence. It is absolutely essential that we have complete and accurate picture of each phase of your operations. We would suggest regular twice-weekly meetings in your office at which all matters affecting the PR programme can be freely discussed. This is what we would term a 'fluid account'. It is not one for which a fixed plan can be devised. Most of the follow-up or routine PR will have to be played by ear. The whole project is like running a newspaper and we must rely largely on the news of the day. This will entail quick thinking and action and it is vital that we can at all times obtain snap decisions from the directors concerned.

## FEES & BUDGET

Our fee for carrying out the above work would be £160 per month - this figure to be subject to review annually. You would have the option of terminating the contract at the end of six months on one month's prior notice. Alternatively, you would have the option of terminating the contract at the end of each full year on two months prior notice.

We would suggest an Operations Budget of £750 for the first six months to cover the cost of:-

	Press Releases
	Photography
	Entertaining
	Press
Conference	
	Exhibition
	Travel and
Facility Visits	

No expense would be incurred without your prior approval. The budget would be subject to review after six months.

\*\*\*\*\*

With Patric Baker Ltd now expertly handling the Radio London introduction and public relations campaign, Philip Birch, on the instructions of Don Pierson, turned his attentions to finding a suitable location for the MV Galaxy. In his letter to Don, dated September 18th, he said:

*"I know a chap who is a Thames Pilot and will be seeing him shortly regarding the best location for our ship in the Thames Estuary.*

*"One important consideration is that the ship should be near a 24-hour manned Customs and Immigration Post so that our tender does not have to travel long distances to clear Customs on each journey.*

*"George (Kuper) mentioned that you would like an apartment for the crew, etc. I think this should be near the quay and not*

*in London so that people can come ashore for relatively short periods. Also furnished apartments are much easier to get at coastal places, particularly at this time of year."*

A couple of days later Birch met with Captain Dove, then Marine Superintendent for British Railways ships. Birch relayed his conclusions to Pierson by phone and to Mal McIlwain by letter, dated September 22nd:-

*"There are two possible general areas recommended for anchoring the ship. One is at Caroline's present location in the northern part of the Thames Estuary and the other is closer to London in the southern part of the Thames Estuary.*

*"Enclosed are two charts.*

### THAMES ESTUARY - NORTHERN PART

*I have marked on this chart Caroline's approximate location east of Frinton. I am advised that this is a reasonably safe location in that it is protected from the weather by the Gunfleet sandbar. It is also a good location in that it is only 8 or 10 miles from Harwich where Customs and Immigration maintains a 24-hour service.*

*"The disadvantages to this location are that from a publicity point-of-view it is unimaginative in that we are copying Caroline and of course from a signal strength point-of-view it is not as close to London as the southern part.*

### THAMES ESTUARY - SOUTHERN PART

*This general area contains two possible positions which I have pinpointed on the chart, north of Whitstable and Herne Bay. I am advised by Captain Dove that while these are fairly close to the major shipping lanes, they are quite safe and will not be a hazard to shipping.*

"If we choose either of these two anchorages we will have to pass through Customs at Sheerness. The Customs and Immigration do not maintain a 24-hour service here, but are available with a reasonable amount of notice. Thus it may be possible to arrange our supplies to go at a set time each day and have Customs men on duty for that occasion.

"The advantages of these locations are that we are closer to London for publicity, signal strength and transport reasons.

"My own view is that we should take a chance on the southern port locations on an experimental basis. At any event, I feel that for the first week or two we should go on the air with continuous music and frequent announcements indicating that this is an experimental broadcast so that we can change location or wavelength without loss of face.

"Incidentally, a new radio station, 'Invicta', is going on the air. I understand that its location is fairly close to my suggested ones in the southern Thames Estuary. However, I do not think that it is going to have a very strong signal, in which case it would not cover London any better than Caroline; also it is not likely to attract the volume of publicity which we hope to get.

Sincerely,

Philip T. Birch.

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;;;

NEXT ISSUE: The Galaxy sails into a sea of trouble... Dissention in the ranks... Ronan O'Rahilly tries to take the station over... But BIG L comes on the air!!!

## A BAD INFLUENCE

MGLR

Sometime ago I was involved in planning programming for ILR franchise applications for various areas of the country. As you will know, you cannot really set out to plan programming with a blank sheet of paper. There are a number of prerequisites imposed by both the IBA and the legislation covering ILR, the Broadcasting Act. Mind you, there is little in the legislation that I would actually disagree with. Who, in their right mind, would plan to offer a local area a local radio service which didn't concentrate on local news, current affairs and information?

The IBA's 'rules and regulations' are also not as tough as one might imagine. Often they are not really required - but when you have people with no broadcasting experience, or even without genuine realisation of the potential of 'wireless' communication, you would need some ground rules, wouldn't you?

True, the IBA negotiated some pretty damn silly agreements with PRS, PPL, MU and MCPS - and they built a real monster of control in the hallowed walls of that Ivory Tower in Brompton Road - and ended up charging their contractors for the privilege of employing so many people, at vast salaries and in a way suitable to the TV industry - but certainly not for commercial Radio.

In programming their controls often go unreported. The memo's to and from the IBA and Programme Controllers must number hundreds per year - often on trivial matters. Inside the ILR station fear can be imposed from the IBA via their Regional Officer and as a result of the petty interference of some busy-body on the Local Advisory Committee. If the IBA has relaxed its controls, it is only a cosmetic exercise. They are perhaps attempting to earn a few Housepoints in the desperate hope that the Government will allow them to be the regulatory body to oversee the non-BBC Radio industry following the

Green Paper proposals being pushed through in new legislation. Even the IBA submission in response to the Green Paper has managed to fool a number of folk. The talk about the number of frequencies available (right now) for local radio development, fails to truly hide the fact that the IBA wants to introduce new services where they will not be in competition with their existing contractors - and then only after a long, long transitional period. Years, that means!

So, the situation has not changed since the 'seventies, and under IBA control, there is unlikely to be much real development unless (a) the IBA is not to run Radio or (b) they are told they must push ahead without imposing delaying and unfair restrictions on potential new entrants.

In preparing my programming plans for those stations back in the 'seventies I thought that, whilst it sends shudders through some people, it might be good to get away from the kind of programming that runs through just about every ILR station in the country - and I wanted to offer something that would be truly distinct from anything else being offered by commercial Radio. In one area I worked out that a 'rolling news/information' format, with no music played whatsoever in the four hour a.m. drive show would work. The available competition was RADIO ONE, RADIO TWO, RADIO THREE, CAPITAL RADIO with music-based programming. LBC and RADIO FOUR were perhaps in the same business - but LBC was supposed to be a London station and RADIO FOUR was nationwide. We would be local. We could draw on IRN for some, but not all, the required material - so we investigated arrangements with other agencies - including three or four in our own area - and a number overseas. We searched, found and spoke to potential hosts for the programme and found a couple of real professional producers and engineers who would ensure that the whole sequence would flow, move fast and be exciting listening from start to finish. We thought that we would

have the potential to knock spots off LBC and RADIO FOUR and even pull an audience away from the music-based stations and thus offer advertisers good value for the money they would spend with us for their campaigns. Above all, we wanted to offer the programme as an example of ILR being able to offer more than back to back music and the mentality that makes one think news is not at all important - indeed nothing more than 'a tune-out factor' for the audience. Our programme would have been something we could be proud of. Another idea we looked at was an evening 'Magazine of the Air' sequence. Similar to the morning, but as well as news, there would have been in-depth interviews and features. Again, no music. This was planned as a three hour slot - following an hour long news programme at 5pm. At 9pm we would have carried the obligatory 'specialist music' show which it seemed was one of the tickets to getting on the IBA's good books at the time.

Even the show that followed, from 10pm until 2am, would be full of speech and contain little music. We were not particularly going after the biggest ratings - but knew that this kind of offering would have pulled an audience that would be good, talk about the station and feel it was much more than another jukebox with commercials.

It seems a pity that these programming ideas were never tried out, isn't it?

Why didn't they actually get on-air? Well, the head of the organisation felt the IBA wouldn't think such ideas were 'safe' - they were far too progressive - and it "would be best to do just about what the other successful applicants are doing..." Come the day when whoever controls Radio does not have the power to influence programming decisions we can perhaps try this idea out.

Kind you, now I'd like to put a genuine ALL-NEWS station on the air in London!

And Leeds...and Glasgow...and Liverpool...and Birmingham...and Kettering...!!! D'ya want some shares?



FREQUENCIES: GREEN  
PAPER COMMENTS  
REVIEWED

CLIVE GLOVER  
for NOW RADIO

How times have changed! Just a few months ago, the Green Paper finally admitted what a lot of people have known for a long time; there are plenty of frequencies available for new Radio services in the UK. This, however, was a major 'U-turn' for the Home Office which for at least 20 years before February had always been able to turn down any suggestions for new Radio services by simply stating that there were no frequencies available. And that was that...until the Green Paper.

I have been looking at a number of responses to the GP and what they have been saying about frequency availability. Hardly any I have seen bother to mention frequencies, except to acknowledge that there are plenty available (for example, the CRA 'welcomes the Home Office's recognition that frequencies are available for Community Radio'). It just isn't an issue any more, which, I suppose, is a big step towards a new, multi-channel future.

But, exactly how many frequencies are available? Perhaps surprisingly, it is the IBA (in their very well presented, glossy submission) that spells it out in some detail: 'On VHF/FM there are 71 ILR transmitters and frequencies for 112 more' (although the IBA is trying to use up as many of these as possible with 'relays' and 'extensions' before anyone else can get their hands on them). On MW/AM, there are currently 110 BBC and ILR transmitters and there are frequencies for about 95 more: nearly 100 MW channels are available for new services *right now*, although few are in the major cities where demand is greatest.

The IBA's submission makes a number of interesting suggestions for possible changes to the current frequency plan for the VHF/FM band and, in doing so, demonstrates its expertise in frequency planning

matters (an area in which the CABLE AUTHORITY admits it has no experience). These include allocating the 105.0 to 107.9 MHz sub-band to Community Radio.

Perhaps understandably, the IBA avoids pointing to an obvious flaw in the Green Paper proposals - the potential for conflict between the new Radio Authority (whoever it is) and the BBC if both become frequency planning bodies. However, this point has been made in a number of submissions, including those by the AIRC, EAST NEWCASTLE COMMUNITY RADIO and PHOENIX COMMUNICATIONS. All are concerned that the BBC could simply refuse to allow, say, small neighbourhood and community stations to use frequencies within the national networks sub-band (as suggested in the Green Paper and endorsed by the IBA). All therefore advocate the establishment of just one body to allocate frequencies, including for the BBC. This is going to be difficult for the Government to swallow (not to mention the BBC!). And, speaking of national networks, this is where real conflicts appear between various respondents. The AIRC doesn't want any new commercial networks at all, the VOICE OF THE LISTENER only wants one - and wants it to be a 'CHANNEL 4' style network with programmes made by independent producers, the IBA wants 2 instead of 3 and the COMMUNITY RADIO ASSOCIATION predictably would prefer the Radio Authority to licence a few community stations before bothering about national networks.

Looking at the frequencies for national networks suggested by the various organisations, there seems very little room for any compromise. The IBA says it is a high priority to decide which frequencies the BBC should give-up - and when. The IBA wants RADIO ONE's VHF/FM channel and RADIO FOUR's MF/LF network. It does not want RADIO THREE's MF network, which it says would not be viable because of its poor night time coverage. Predictably, this is the only network the BBC is prepared to offer up! The VOICE OF THE LISTENER is adamant that RADIO FOUR's LF frequency must stay with the BBC and

also suggests giving up RADIO THREE's MF frequencies. VOICE OF THE LISTENER would also like a national frequency for the BBC WORLD SERVICE. Interestingly, all the submissions I have seen have missed an important point which was mentioned, albeit briefly, in the Green Paper: There are actually two LF frequencies allocated to the UK which could be used for two different services. One is 200kHz, used for RADIO FOUR from Droitwich and Westerglen and the other is 227 kHz, which is not currently being used (and, to my knowledge, never has been). International agreement was reached at the 1975 Geneva MF Broadcasting Conference for 227 kHz to be used with up to 50kW from Westerglen in Central Scotland. The high level of interference at night from a very high powered station in Poland led BBC Engineers to use the transmitter on 200 kHz instead. However, although using it for a separate service on 227 kHz would not provide complete coverage of the UK, it would give good coverage of Scotland, much of Northern England, North Wales and Northern Ireland. This could well be a very attractive prospect for a commercial network, especially in view of the likely increase in LF listening from next year, stimulated by the Irish/Luxembourg station, RADIO TARA. All it needs is a quick move by a well-heeled Scottish entrepreneur.....(I'll buy shares in it !!!)

####  
NEWS!!!

CALL NOW RADIO  
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## OPENINGS extra

LBC/IRN have a couple of vacancies at the moment. One will mean running around with a copy of your c.v. as the closing date for applications is July 31st...they're looking for a SECRETARY for JOHN PERKINS and his deputy. Word Processor experience required and very good conditions of employment offered.

The second vacancy is for a PARLIAMENTARY CORRESPONDENT for LBC/IRN.

LBC's address: Communications House, Gough Square, London, EC4P 4LP.

## LOOSE ENDS extra

Can we expect some major changes in programming at CAPITAL RADIO shortly?....

On the move, this week, from CAPITAL to LBC is PETER BLACK. He's LBC's new SPECIAL PROJECTS MANAGER responsible for sponsorship and promotional programming arrangements.....

BBC WORLD SERVICE programmes will be appearing in THE RADIO TIMES from August.....

Talking of BBC WORLD SERVICE, their news relays on BBC RADIO THREE Have met with massive audience approval and the service is to be extended....

JOHN WHITNEY claims that 30% of under-15's never listen to RADIO...ISN'T IT ABOUT TIME THAT SOMEBODY REACTED TO THAT FACT AND GAVE TODAY'S TEENAGERS A STATION THAT WOULD CATER TOTALLY FOR THEIR NEEDS...???

# Now Radio

# Openings

Remember! Many job openings are carried in each issue of NOW RADIO. Some vacancies from recent issues may still be vacant. Please check back to find what you are looking for!

RADIO SOLENT has an opening for a REPORTER with at least 3 years journalistic experience. This job is based in Southampton. Salary £9,357 - £11,610 plus £624 annual allowance.....

RED DRAGON RADIO in Cardiff has a vacancy for a PRESENTER to hold down a daily airshift. Your c.v. and aircheck cassette should be sent to NEIL JONES, General Manager, RED DRAGON RADIO, Radio House, West Canal Wharf, Cardiff, CF1 5DB.....

SOUTHERN SOUND, Brighton, wants to hire a new HEAD OF NEWS. Knowledge of Computer's helpful as the newsroom goes on-line with a new system in the next 12-months. Applications, with cv, to The Managing Director, Southern Sound, PO Box 1323, Brighton, Sussex, BN4 2SS....

RADIO TAY/RADIO FORTH (The RADIO FORTH Group) have openings for experienced radio JOURNALISTS and they say they will be offering the best rates in the business to the

right people. CV and application to Head of News, DAVID JOHNSTON, RADIO FORTH, PO Box 4000, Edinburgh, EH1 3LP.....

RADIO TRENT/LEICESTER SOUND have a vacancy for a REPORTER to operate out of the group newsrooms in Nottingham, Leicester and Derby. A good track record and plenty of experience is required. Senior Grade Appointment. Write or telephone for an application form, from CHRIS HUGHES, Programme Controller, RADIO TRENT, 29/31 Castlegate, Nottingham, NG1 7AP. Tele: (0602) 58 17 31.....

An experienced PRESENTER is required for a music programme on a station in Bangkok, Thailand. English-speaking. 5-day-week. Good salary and terms. Contact Mr Thawee on (01) 440 3081 after 8pm for further information and to discuss this interesting vacancy in more detail.....

BBC RADIO WALES has openings for a PRODUCER for 'Meet for Lunch', and another for CHRIS STUART's AM programme. Salary ranges between £10,881 - £15,388 plus £624 annual allowance.....

A selection of current radio vacancies around the country (and beyond!). Entries in this section are free of charge to subscribing stations. Details should be sent in writing or by telex.

OPENINGS, NOW RADIO NEWSLETTER,  
PO BOX 45, KETTERING,  
NORTHANTS, NN16 ONW  
Telex: 8951182 GECOMS G  
(NOW RADIO)

# Services Guide

# Now Radio

## AIRCHECKS

SOLID GOLD RADIO SOVEREIGN (1983) 60-minutes on cassette featuring some of the slickest programming, together with station IDs, jingles, commercials, PSA's from this unique station. A must for all collectors. Send only £1.50 (includes postage and packing) to: NOW RADIO, FREEPOST, Kettering, Northants, NN16 0BR.

JAY JACKSON on RADIO AIRE. (Leeds ILR). Recent aircheck recording on cassette. Duration 60-minutes. Cost just £1.50 inclusive postage and packing. Order from NOW RADIO, PO Box 45, Kettering, Northants, NN16 0NW.

RADIO CAROLINE. 21st Birthday Celebration Programming, Easter and the DJs (Past and Present) All Time Top 200! Featuring DJs SIMON BARRATT and JAY JACKSON. 60-minutes on cassette. Price (inc P&P) £1.50. From NOW RADIO, PO Box 45, Kettering, Northants, NN16 0NW.

LASER RADIO! Relive the very first test broadcasts on 729kHz (who chose that one?!), and the big name big voices of DJs JESSIE BRANCOON, RICK HARRIS and DAVID LEE STONE. 90-minutes on cassette. Airchecked. Priced at only £2.00 - another great collectors item. Order from NOW RADIO, PO Box 45, Kettering, Northants, NN14 0NW.

## STATION IDENTIS

PAMS PAMS PAMS PAMS PAMS PAMS PAMS PAMS  
PAMS PAMS PAMS PAMS PAMS PAMS PAMS PAMS  
PAMS PAMS 4, Hansol Road, Bexleyheath,  
Kent, DA6 8JG. Phone (01) 304 8088 PAMS

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TOWER OF POWER offer a wide and interesting selection of previously unavailable recordings of music radio in the 60's, 70's and 80's. For latest list, please send 2 x 18p stamps and your name and address to TOWER OF POWER TAPES, 5 Latham Street, Brigstock, Northants

## NEW ENTRANTS

THE ASSOCIATION FOR BROADCASTING DEVELOPMENT. Free Details. AB0, 79, Culling Croft, New Ash Green, Dartford, Kent, DA3 8PY.

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