

Now Radio

**THE Magazine for
Today's Radio
Industry**

Issue number 48

March 16, 1988

ENERGY CLOSES

Dublin superpirate ENERGY 103 closed down last Friday evening mid-record and with no formal announcement.

The ENERGY frequencies are now carrying the programming of Q102.

It is expected that at least one of the channels will take RADIO NOVA INTERNATIONAL - the satellite delivered radio service which is aiming for a May 1st start date. (see page 4)

U. S. EXPERIENCE TAKES JOCK TO AIRE

GARY ROGERS has been hired by Leeds' RADIO AIRE to present the Saturday and Sunday night airshift vacated last summer by FCV RADIC Editor HOWARD G L ROSE (JAY JACKSON).

GARY ROGERS left the West Yorkshire city 12 years ago and returned three months ago after working for five years in U.S. commercial radio with stations WLOU and WJYL in Louisville, Kentucky.

The 24-year-old airs between 2200 - 0200 hours.

OPERATION MANAGER HIRED BY UNI STATION

As part of preparations for applying to the new RADIO AUTHORITY for a licence RADIO EFUNEL has appointed ADAM WOODGATE to the newly created position of Operations Manager.

His job will involve promoting the station strongly both at Brunel University and within the Uxbridge, Hillingdon and Hayes area. He will

be looking at improving the stations income from spot advertising sales. He will also be responsible for commercial production work on the station.

HOT 'N' HEAVY ROBSON DOES IT AGAIN...

METRO RADIO's ALAN ROBSON, presenter of the HOT N HEAVY EXPRESS has been voted into second place in the latest DJ popularity poll by readers of KERRANG! magazine.

ALAN was beaten only by one national DJ, TOMMY VANCE. He polled more votes than STEVE WRIGHT and SIMON BATES.

The 4-hour HOT N HEAVY EXPRESS has been running for the last six years. This is the fifth time in 5 years that ALAN ROBSON has been voted top ILR DJ.

ROBSON said: "The programme has succeeded where THE ROXY has failed. My material is daring, with gossip that shocks and news on the rock scene that no-one else would dare use..."

OCEAN NAMES DEPUTY PD

CHRIS CARNEGIE has been appointed Deputy Programmer at OCEAN SOUND.

26 year old CARNEGIE presents the breakfast show on OCEAN SOUND EAST and WEST. He has been with the station since it began broadcasting in October 1986.

He works under Programme Controller MICHAEL BETTON.

WEEKLY NOW RADIO

NOW RADIO is published every week from and including this issue.

**THE Magazine for
Today's Radio Industry**

NOW RADIO

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EDITORIAL COMMENT

Welcome to issue forty-eight of **NOW RADIO**. From this issue onwards we are publishing weekly...

In this 32-page issue we have a wide and interesting range of features by our leading team of writers. Mind you, we've still been forced to hold back some material until next week!

SUBSCRIPTIONS

The subscription rates published on the left hand column of this page are now invalid. Whilst we await the arrival of the artwork concerned, here are the new rates:

52 issues (1 year)	£48
26 issues (6 months)	£24
13 issues (3 months)	£15

RENEWALS

The top line of your address label shows your subscriber number (the first four numbers) and the issue with which your subscription expires. Please check it and if it is due for renewal, send us a cheque for the appropriate amount along with your subscriber number. Try to mail us your renewal around 4 weeks ahead of time to allow for processing, etc.

More in just one week!

HGLR

RADIO NOVA AIMING FOR MAY 1 LAUNCH

CHRIS CARY'S RADIO NOVA INTERNATIONAL is aiming for a May 1st launch date for its satellite-delivered 24-hour radio service.

RADIO NOVA INTERNATIONAL will broadcast from studios at Camberley in Surrey and will be freely available to any radio station, cable system or other such subscriber in Europe.

Four minutes per hour advertising will be carried by RADIO NOVA INTERNATIONAL which stations and services taking the feed will be expected to broadcast.

CHILTERN DEPUTY PD NAMED

PAUL ROBINSON (31) is the new member of the CHILTERN RADIO NETWORK team. He has been hired as Deputy Programmer to work under PHIL FOTHERGILL.

ROBINSON joins the station from hosting the breakfast show on Coventry's MERCIA SOUND.

He also has experience in satellite tv and has worked at METRO RADIO and RADIO TEES (now TFM96.60).

He is married to Gill and has a nine-month old son, Mathew. He holds a Bachelor of Science degree from Manchester University.

STANNAGE RECEIVES IBA WARNING OVER BAD LANGUAGE

A listener to TFM RADIO, GWENDOLINE LAMB of Marton, Middlesborough, complained to the IBA over bad language, and in particular a 'crude' reference to a prostitute, by late-night call-in show host JAMES STANNAGE.

Now STANNAGE has been warned by his station's Programme Controller, and the IBA, to 'adjust' his style to avoid further complaints.

A review of the future direction is

underway at the station whilst the IBA keeps the show 'under review'.

MONEY FOR RADIO

Commercial Radio share of total Advertising Expenditure:

U.K.	1.8%
FRANCE	8.5%
WEST GERMANY	4.0%
JAPAN	5.2%
U.S.A.	7.0%

BATE BIDDING FOR NATIONAL RADIO

TERRY BATE, Chief Executive of BROADCAST MARKETING SERVICES, has plans to bid for one of the three national commercial radio licences.

CAPITAL BUYS MORE...

CAPITAL RADIO, one of the two London contractors under the IBA, has confirmed it will take a 25% stockholding in GRANTA RADIO, an applicant group for the ILR franchise for Cambridge/Newmarket.

This follows CAPITAL joining forces with Guildford ILR station COUNTY SOUND in putting together a consortium to bid for the Oxford ILR franchise which still has to be advertised by the IBA.

CAPITAL has also recently taken a 60% shareholding in a French/Italian Riviera commercial station and is also bidding for the PAUL RAMSAY BROADCASTING GROUP's UK radio division which is worth around £12 million.

An important part of that deal would give CAPITAL a 45% shareholding in BROADCAST MARKETING SERVICES. At the moment CAPITAL runs its own sales outfit, but such a deal could bring the station back under the representation of BMS for national and larger regional airtimes sales packages. It would also give CAPITAL shares in a number of other ILR's.

CHILTERN HIT BY ANOTHER AIR- PERSONALITY RESIGNATION

The Programme Controller of CHILTERN RADIO NETWORK, PHIL FOTHERGILL, has been facing up to the resignation of a third top member of his broadcasting team.

PAUL MCKENNA has announced he is quitting the station. He has been the popular presenter of the network's breakfast programme. He joined the station after a stint with RADIO CAROLINE and before that RADIO SOVEREIGN.

MCKENNA will continue with his own non-radio business interests as well as working a Sunday airshift on CAPITAL RADIO in London.

Other top names to leave CHILTERN in recent months have been former Head of Music TOM HARDY, who is now with KISS-FM in Ireland and former top morning show host BILL YOUNG.

CHILTERN has just produced JICRAR figures down 3% on last year at 29%. Sources inside the operation claim others who are reportedly dissatisfied may follow MCKENNA, HARDY and YOUNG.

BEACON PROFIT

BEACON RADIO has filed accounts for the year to the 30th September, 1987 which show pre-tax profits of £147,508.

BRANSON SATELLITE RADIO GOING TO • HALF ILR NETWORK • IN MAY •

At least 20 ILR stations have expressed interest in taking some or all of the VIRGIN GROUPS new satellite-delivered radio service which has brought forward its launch to May following CHRIS CARY's announcement that RADIO NOVA INTERNATIONAL was looking for a

May 1st start-date. Around £1,000,000 has been invested in the new 'station' which is going under the title RADIO RADIO

It will broadcast from the London studios of BFBS (British Forces Broadcasting Service) nightly from 1900 - 0600 hours and ILR stations can use some or all of the output between those times on either their new AM or FM split frequency services.

ILR stations and their management will be invited to buy shareholdings in the new service, perhaps this will make it more acceptable to the IBA.

ROB JONES, the former RADIO CITY & LUXEMBOURG DJ has been moved across from the VIRGIN subsidiary MUSIC BOX to head RADIO RADIO.

There will be no station identifications from RADIO RADIO, allowing each subscribing station to insert its own jingles.

It appears that the service will be offered free-of-charge and airtime will be available for insertion of local spots. National airtime will be sold through RADIO RADIO, BMS, IRS and SAS.

TONY BLACKBURN has had talks with VIRGIN's RADIO RADIO but has not yet said whether he will leave BBC RADIO LONDON and join the new venture.

Others hired already include JOOLS HOLLAND and PAULA YATES for THE VALUE which runs 1900 - 2200, JONATHAN ROSS who will host a celebrity interview show from 2200 - 2300 in a slot he'll share with RUBY WAX.

A nightly Soul music show will run in the middle of the night, to be followed by New Age music then Oldies ahead of closedown.

ROB JONES says the service will be targeted towards 18 - 25 year olds.

Aiming to make £1.5 million in year one from the 'hot, adult and contemporary' service, it will be programmed by TIM BLACKMORE. His title Consultant Programme Controller. EUTELSAT will carry the programmes.

SCOTTISH RADIO MERGER TALKS ARE OFF

Attempts by RADIO FORTH (Edinburgh) which has already taken over RADIO TAY (Dundee/Perth) to merge with NORTH SOUND RADIO (Aberdeen) have come to a halt.

The breakdown came at the time NORTH SOUND RADIO announced record profits (see NOW RADIO # 47 / March 1st, 1988) and agreement could not be reached on the value of the Aberdeen station.

AUSSIE BUY-OUT

The MACQUARIE RADIO NETWORK, Australia's highest-rating group of seven commercial radio stations, has been sold by the JOHN FAIRFAX group for A\$100m.

The buyer is SOWANCE, a Queensland based outfit comprising SIR FRANK MOORE, The KERN CORPORATION (property development company) and SALLY AV.

MUSICIANS' UNION ATTACK DEREGULATION OF RADIO

JOHN LOVE, General Secretary of the MUSICIANS' UNION, has attempted to defend the present needletime restrictions on British radio.

He also criticised Home Secretary DOUGLAS HURD, claiming he knew nothing about actual radio programming content and in fact had no interest in the matter.

LOVE also attacked Government proposals to introduce competition for the BBC at a national level with three new national commercial radio services.

PICCADILLY DROPS AGENCY

Manchester's PICCADILLY RADIO has dropped J WALTER THOMPSON in the city in favour of another Manchester agency, STOVE BOWDEN WILSON.

HEREWARD POWER HIKE - AT A COST

The IBA has finally agreed to allowing HEREWARD RADIO (Peterborough) an increase in its FM transmitter power.

The power output is to be increased from 1kW to 4kW.

The IBA claims to the company the cost will be £30,000 and is charging HEREWARD £20,000 towards this figure.

GWR AIM FOR NATIONAL LICENCES & NEW FM STATIONS

The GWR RADIO Group started dealing on the Unlisted Securities Market last week. Nearly one and a half million shares in the company, with ILR franchises in Bath, Bristol, Swindon and Plymouth, are on offer at 225p each - valuing the company at £3.3 million.

At the same time the group made its plans to bid for a national commercial radio licence known - and its plans to set up a new network of FM radio stations, now allowed under the split-frequency arrangement which has received Home Office approval.

The new FM stations could be broadcasting in Bristol, Swindon and Plymouth within six months.

JOURNALIST UNION PROPOSES MERGER

The National Union of Journalists (NUJ) is claiming that there should be a merger with printers, electricians and broadcasting technicians into one vast media union.

EXTERNAL SERVICE PROMOTIONS

The new Deputy Editor for BBC EXTERNAL SERVICES news is IAN HOARE.

SUE ROSS, previously deputy editor is now the Regional editor.

JIM EDWARDS has been appointed English Output Editor.

NEW OFFSHORE STATION WILL TRANSMIT AM STEREO

The radio-ship **WANNELL**, originally planned to house **HITS-576** and still in port in Santander, Northern Spain, could be broadcasting within two months, according to an inside source.

The new backing for the ship comes from the USA.

The vessel now weighs more than 2,000 tons (with ballast) and will be the biggest ever offshore radio station - as it is also to broadcast with a massive 100,000 Watts (100kW) and will offer European listeners the first AM Stereo radio service.

NEW transmitters have been obtained in the USA. There will be at least one other operational transmitter and this would indicate that a second service will also originate from the ship.

Plans are to anchor the **WANNELL** off England's Suffolk coast.

Some programming will be pre-recorded on the station.

EXPANSIONIST ESSEX RADIO

The Chairman of **ESSEX RADIO**, **DAVID KEDDIE**, has said that his station was expansion minded and that with the human and financial resources available to the company it could easily move to become a much larger operation.

The statement came with the news that the Southend-on-Sea based commercial station has filed pre-tax profits of £143,000 in the year up to September 30, 1987.

Turnover of the company with studios in Southend and Chelmsford was up fourteen percent at £1.93 millions.

The pre-tax profit figure was an increase of £90,000 over the 1986 set.

SATELLITE FEEDS FOR IRN?

INDEPENDENT RADIO NEWS is currently working on a brand-new style of news bulletin for the planned new 'sounding' FM services under consideration by a number of ILR stations.

Dummy bulletins, with the working title **FM NEWS FROM IRN** are being scripted and produced with the target 15 - 25 year old listenership in mind. The bulletins are to be read by new newsreaders and will be far more punchy and reflective of the interests of that age group.

IRN is also preparing to offer its news services, which could also include provision of feeds for new local commercial, community and even classical music stations.

Whilst the IRN landlines can only carry a single feed at any one time (they are mono) the news operation is looking at the possibility of stations picking up feeds via satellite. Each ILR station now has a satellite dish (installed for the **QUEEN** concert from Wembley).

If this plan is not introduced extra feeds could perhaps be delivered ahead of the top-of-the-hour and recorded direct on to cart for transmission. Finally IRN may look at providing a new bulletin on the bottom of the hour.

There is a problem, however. Many ILR stations have been surprised at the high level of FM listening to their present services and are stalling at putting their new services on that waveband.

In recent cases ILR surveys have shown that as many as 66% of listening is being done on the FM frequency of a station. Stations had believed the majority of listening was on the medium wave (AM) band.

The IRN development is being planned and overseen by **JOHN PERKINS**, IRN Editor of News.

Demonstration tapes of the new bulletins are being sent to key ILRs.

UNITED STATES 'PIRATE' IS FREED BY COURTS

The F.C.C. (Federal Communications Commission) has been attacked by the United States Coastguard for "a pack of lies" told in order to have the offshore radio ship SARAH arrested whilst in International Waters.

A source at the F.C.C. in Washington D.C. told NOW RADIO this week that "The Coastguard service is right. We flipped and told a series of misleading stories in order to get that ship arrested. We have now been firmly put in our place..."

The Coastguard claims that the F.C.C. had told them two important misleading pieces of information. First that the vessel was United States registered, and secondly it was conducting illegal broadcasts.

In fact the SARAH is registered in Honduras and it was not against United States law for broadcasts to take place from aboard such a vessel whilst outside of U.S. jurisdiction.

Now the vessel is being prepared to return to the High Seas and recommence transmissions as RADIO NEWYORK INTERNATIONAL.

A spokesman for the station told NOW RADIO that it would take a few weeks to carry out necessary work, but now the Court had decided in favour of the operation's legality, it might only be two or three weeks before they were back on the air.

RADIO NEWYORK INTERNATIONAL will anchor off New Jersey and broadcast on the AM band, as well as also in the Long Wave, Short wave and FM band.

"We won't perhaps be on FM straight away as we have some work to carry out on that...but the other services will be on from day one, all being well." he said.

RADIO NEWYORK INTERNATIONAL says it will follow a more 'European' format, rather than offer a rigid

and tightly formatted service to the potential audience.

Fresh backing of more than \$100,000 has been found and between 4 and 5 people will be aboard the radioship at all times. Some programming will be prerecorded ashore in New York. Staff have been promised they will receive a minimum \$200 per week, whether on or offshore.

Now shown to be a legal operation, the value in the U.S. market of the station will shoot to around \$40 million the moment it switches on.

CAROLINE MANAGEMENT 'FURIOUS' OVER PIRATE LINK-UP

RADIO CAROLINE's Programme Director PETER PHILIPS, Chief Engineer CHICAGO and other senior figures in the organisation are "furious" over the recent link-up with shortwave pirate stations in Britain, Ireland, The Netherlands and other continental countries.

Duty Engineer MIKE WATTS and broadcaster STEVE MASTERS split the 6210 kHz shortwave transmitter from the AM 558 kHz broadcasts and asked for reception reports to be broadcast back by landbased pirates on Sunday March 6th.

This is the first time that CAROLINE has publicly aligned itself with illicit broadcasters inside any European country in this way.

"All the work and effort we have placed to give CAROLINE an international image has been seriously damaged by this irresponsible act by these people.." said one CAROLINE staffer.

Instructions have now been sent to the ROSS REVENGE stating that no split-transmissions should be instituted unless instructions are sent from the organisations head office.

CAROLINE is selling the airtime on 6210kHz through a United States airtime sales agency.

COMMUNICATIONS

WE ALWAYS WELCOME YOUR LETTERS FOR PUBLICATION, PLEASE SEND THEM TO:

THE EDITOR
NOW RADIO
PO BOX 45
KETTERING
NORTHANTS
NN16 0NW

NEEDLETIME & COPYRIGHT

Hawks Way
Ashford
Kent

Dear Howard,
I look forward to NOW RADIO going weekly.

As I hope to be able to run an Easy Listening station in Canterbury when community radio starts I find the information you include very useful.

The details on PRS, PPL, etc was very eye-opening. I didn't appreciate how much money they take.

The best of luck and keep up the good work.

MALCOLM TULLETT

Culgaith
Penrith
Cumbria

Dear Sir,
After reading your recent and rather enlightening article on PRS etc I find it has brought home to me some of the very negative effects these people have on British Radio. If it were not such a serious matter their actions would be hilarious.

IAN MARSH

NEW PLANS ARE MORE REALISTIC

Union Street
Edinburgh
Scotland

I look forward to receiving NOW

RADIO magazine every week. I am now seriously considering the cancellation of my BROADCAST order. Having been involved in a community radio station application I am looking forward very much to the new Radio Bill and the implications it will have. This should be a very exciting time for Radio and I think that the current plans for the structure of broadcasting will be much more realistic than the original community radio experiment would have allowed. Keep up the good work.

GRAEME KIRK

SUPPORT FROM SCOTLAND

GLASGOW
Scotland

Dear Sirs,
Best wishes for the move to weekly publication. Your magazine is read, and enjoyed by a lot of people here at RADIO CLYDE. Fingers crossed for you.

Best Wishes,

ALEX DICKSON
Programme Controller
RADIO CLYDE

BBC LOCAL RADIO TIMETABLE

The following dates have been provided by the BBC as target on-air dates for the final 7 local radio stations in its chain:

BBC RADIO GLOUCESTER	Sept 1988
HEREFORD/WORCESTER	Dec 1988
WILTSHIRE SOUND	June 1989
RADIO WARWICK	Nov 1989
RADIO SUFFOLK	April 1990
SURREY/BERKS	October 1990
RADIO DORSET	July 1991

The number of BBC local/county radio stations will number 39 on completion of this final batch of units. The details were provided by GERAINT STANLEY-JONES, Head of Regional Broadcasting.

L O O S E

E N D S

This years NAB (National Association of Broadcasters) Convention will be held in Las Vegas from April 9 - 12th.....

AYR's WEST SOUND RADIO has become the latest station to offer people the chance, at a premium price, to call a special number and hear their output. You can call from anywhere in the country.....

METRO breakfast air personality STEVE COLMAN has done it again (anything for a namecheck!!)...He's claiming to have broadcast the UK's first live commercial from a ROLLERCOASTER whilst on a remote (outside broadcast) at METROLAND - the country's first indoor theme park).METRO has the claim to fame of also broadcasting live read's from inside a CAR WASH, on a TRAMPOLINE and even from aboard a HELICOPTER in the past.....!!!!

Much to the amazement of everyone pirate radio finally arrived on Tyneside last weekend. Broadcasting on 102.8 FM from the South Shields area the station has been simply broadcasting whole album sides and the odd compilation tape. No clues as to who is behind it just yet or if they intend to get more adventurous.....

In last week's NOV RADIO REPORTS the JICRAR figures for RADIO FORTH were wrong. We add that this was due to wrong informaton provided by the RADIO MARKETING BUREAU. Turns out FORTH gained listeners in fact! Well done.....

Don't forget the new 'phone number for EAST ANGLIAN PRODUCTIONS is (0255) 676252....and a further reminder: the address for AIRC/RMB

is Radio House, 46 Vestbourne Grove, London, W2 5SH.....

The on-again/off-again world of HITS-FM, an oldies station beaming into London...recently the station decided it was calling it a day after suffering a continuous spate of transmitter thefts. So much was listener support the group now say they are not closing down and will continue as normal with Saturday transmissions on 105.5 FM.....

ALTON ANDREWS joins RED ROSE RADIO to present their afternoon airshift from RADIO LUXEMBOURG. Before LUXEMBOURG, ALTON ANDREWS spent some time with RADIO CAROLINE.....

ROBB EDEW has joined RADIO NOVA INTERNATIONAL.....

RADIO 4's ANY QUESTIONS was disrupted by some fool cutting a line between the OB and BT lines last Friday night. It happened mid-programme, but entire show was recorded and broadcast at the usual Saturday repeat time (thankfully!).....

HOYTS, the media group, has just paid A\$90 million for Brisbane commercial station FM104. HOYTS bought the facility from the QUINTEX group. The price paid for the leading station in Brisbane has broken all previous records for an FM station. It gives HOYTS a set of four FM stations in metropolitan areas.....

DAVE LEE TRAVIS is leaving RADIO 1 and seeking a deal for a syndicated programme or regular shift with commercial radio.....

After the departure of BILL YOUNG, TOM HARDY and PAUL McKEWNA - who will be next to take leave of the CHILTERN RADIO NETWORK.....

See ya next week!

L O O S E
E N D S

New in Nottingham - MAINLINE RADIO on 105.5 - the dial position occupied by the seemingly short-lived HEATWAVE COMMUNITY RADIO.....

DAVID LAMB, breakfast presenter with BBC RADIO CUMBRIA in Carlisle, writing on the PRS problem, is quoted as writing: "It is though, the full logging days which have been the bane of broadcasters lives since the days of the cats whisker. The FRS employ monitors who record everything an individual station broadcasts on these full days and woe betide the broadcaster who omits even a single second of a commercial disc. It can lead to a fine on the station, and it has even in extreme cases been known to result in the sack.

"For many years broadcasters have been suggesting that there be a simpler way (of logging required details). Now this has come about in the form of a computerised system.

"Each disc has a 'bar code' on it and so on full logging days all the presenter has to do is lock on to the computer and wave a sort of wand over the record and it is instantly registered on a print-out. You'll have seen such systems in your friendly supermarket." So without tears we can now record such details as Title, Waterloo, Composer(s) Benny Andersson/Stig Andersson/Bjorn Ulvaeus, Publisher United Artists and Polar Music, Label Epic Number S EPC 2240, Time 2.46, without pain.

"But I ask myself, will it do anything about Brunton Park. I was solemnly assured by a representative of the PRS that if the crowd sang a recognisable song with or without their own words,

and I happened to be broadcasting at the same time, it had to be registered.

"So incensed by this was I that the following week I registered everything the crowd sang. This included "You'll never walk alone" arranged by Gerry Marsden by the way, and other ditties such as "Eeh Aye Addio, we've got the ball", I went so far as to return "The Referee's a *****" composer unknown but arranged by the Warwick Road End.

"I got a formal reply from the PERFORMING RIGHT SOCIETY demanding to know what exactly the referee was and who composed the tune."

The new Director of NASB (NATIONAL ASSOCIATION OF STUDENT BROADCASTERS) (details page 6 of NOV RADIO issue 47) GAVIN McWHIRTER tells us he has, in fact, not been at LOUGHBOROUGH CAMPUS RADIO for the last eight years.....

The latest set of JICRAR figures for listening to ILR services will be one of the last where stations achieve such large percentage reach figures. Come the day that there is increased competition, stations must learn to accept that with additional stations comes the cold fact that the percentage reach for some stations may be more like 4 or 5% rather than 40 or 50%. A case for Sales Teams and Programmers to begin to truly understand.....

PENNINE RADIO's figures for last year which have been missed off our table on page 14 should show 36% reach and 8.8 hours.....

Rumblings starting over the worry about massive job losses in ILR when station's start taking satellite radio feeds....why not let us have your opinion - especially if you're a night time presenter at the moment.....

**JICRAR RATINGS
RELEASED:
— SOME
PROGRAMMERS ARE
REELING**

The latest JICRAR figures for ILR have been sent to stations and in some cases there are worries at management level. "If, as a whole, we are down now, what on earth is the situation going to be when we have competition?" said one Programme Controller who asked not to be named. "The easy ride has ended. We have got to take a long and careful look at exactly what we are doing now, and in the future." he continued.

In ILR areas ILR stations continue to be Brand Leaders in terms of Weekly Reach and the Share of Listening. The average weekly audience for ILR in 1987 (four quarters) amounted to 17,754,000 aged 15-plus.

The latest JICRAR research covers the period January through December 1987. It is the second year that the continuous collection of data system has been in operation.

Network audiences are produced every three months and for the year as a whole. Regional audiences are available each six months and each year station-by-station figures are produced.

When the 1987 figures are compared to those of 1986 ILR shows its weekly reach has increased by 316,000 (up from 17,438,000 to 17,754,000) The percentage reach, however, is down from 45 to 44% and this is explained by the RADIO MARKETING BUREAU as due to a population increase and changes of coverage areas of ILR.

The amount of time people listen to ILR has also dropped from 12.6 hours weekly to 12.4 hours. Total hours tuned are down 828,000.

Each 1987 quarter, as the year progressed, showed a decline in ILR reach in numbers and as a

percentage and average hours also showed a bumpy ride.

Starting off in the first quarter (Jan-Mar) with a reach of 18,634,000 it fell to 16,946,000 by Oct-Dec. As a percentage this was a decline from 47% to 42%. Average hours started the year at 12.1, rose to 12.7 in the second quarter, fell back to 12.4 in July-Sept and rose again to 12.7 per week for the last quarter.

As a network, the largest loss, by demographic grouping, was Male 15-24 years. In 1986 61% tuned in but last year this was down to 57%.

An increase in both men and women 25-34 was recorded. Men 25-34 rose by 1% and women 2%.

Overall ILR fared well when looked at with all other radio services in its territories. It's lead over RADIO's 1 and 2 increased with RADIO 2 suffering the largest loss of 3% of reach (hours).

The share of listening chart shows ILR still leading, followed by RADIO 1, RADIO 2 then RADIO 4. BBC Local Radio came fifth. "Other" stations showed an increase.

The individual worst performance came from RED ROSE RADIO (Preston/Blackpool) where weekly reach fell by 7% and hours listened declined from 12.5 to 9.2 per week.

The best performances were recorded by RADIO BROADLAND (Norwich), INVICTA RADIO (Kent) and RADIO 210 (Reading/Basingstoke).

ROGER DAY's programming at INVICTA RADIO resulted in that station increasing its weekly reach by 8 percent whilst also upping the number of hours tuned by 1.2.

At RADIO 210 TERRY MANN's programming effort meant that station pulled in an extra 13 percent with hours listened also up by 0.8 per week.

The Norwich/Great Yarmouth contractor RADIO BROADLAND saw a reach hike of 7 percent and an extra two and a half hours listened per week, according to the JICRAR figures.

SUMMARY OF RESULTS (STATION BY STATION)

STATION	WEEKLY REACH (THOUSANDS)	%	TOTAL HRS	AV. HOURS
				<i>(last years figures in brackets)</i>
RADIO AIRE	323	31 (35)	3461	10.7 (12.6)
BEACON RADIO	494	39 (34)	5846	11.8 (10.6)
BRMB RADIO	685	34 (36)	7442	10.9 (11.4)
RADIO BROADLAND	221	43 (36)	3315	15.0 (12.5)
CAPITAL RADIO	2952	31 (29)	29762	10.1 (10.3)
CHILTERN NETWK	416	29 (32)	3948	9.5 (9.6)
RADIO CITY	821	39 (41)	11706	14.3 (14.2)
RADIO CLYDE	987	52 (52)	13266	13.4 (12.1)
COUNTY SOUND	239	39 (37)	2458	10.3 (9.2)
DEVONAIR RADIO	143	34 (36)	1994	14.0 (14.9)
DOWNTOWN RADIO	502	47 (56)	5782	11.5 (11.8)
ESSEX RADIO	380	39 (36)	4202	11.1 (10.0)
RADIO FORTH	436	41% (34)	4966	11.4 (10.3)
GWR RADIO	452	36 (34)	4799	10.6 (10.7)
RADIO HALLAM	512	40 (43)	5851	11.4 (10.9)

HEREWARD RADIO	191	28 (34)	2967	15.6 16.5)
INVICTA RADIO	358	32 (24)	4474	12.5 (11.3)
LBC RADIO	1957	20 (21)	18227	9.3 (10.4)
LEICESTER SOUND	198	30 (33)	1821	9.2 (8.0)
MARCHER SOUND	166	36 (38)	1962	11.8 (11.4)
MERCIA SOUND	308	50 (53)	3465	11.3 (11.4)
RADIO MERCURY	196	44 (44)	2497	12.7 (11.6)
METRO RADIO	654	46 (47)	8537	13.1 (13.9)
MORAY FIRTH	94	56 (60)	1138	12.1 (13.9)
NORTHSOUND	155	62 (64)	1736	11.2 (11.7)
OCEAN SOUND	396	38 (--)	5124	12.9 (--)
PENNINE RADIO	277	32	2423	8.7
PICCADILLY	1076	37 (36)	13393	12.5 (11.7)
PLYMOUTH SOUND	163	54 (57)	2289	14.1 (13.8)
RED DRAGON	241	34 (35)	2370	9.9 (11.7)
RED ROSE RADIO	398	39 (46)	3673	9.2 (12.5)
SEVERN SOUND	167	44 (38)	1648	9.9 (8.2)
SIGNAL RADIO	241	38 (38)	3838	15.9 (18.6)

SOUTHERN SOUND	188	31 (33)	1812	9.6 (13.5)
SUFFOLK GROUP	170	28 (26)	1576	9.3 (10.4)
SWANSEA SOUND	250	57 (61)	3465	13.9 (15.4)
RADIO TAY	183	43 (41)	1989	10.9 (13.5)
TFM (TEES)	315	33 (28)	3292	10.4 (11.9)
RADIO TRENT	442	41 (40)	5293	12.0 (13.9)
2CR	209	43 (37)	2639	12.6 (11.6)
RADIO 210	286	42 (29)	2999	10.5 (9.7)
VIKING RADIO	253	40 (39)	3495	13.8 (12.8)
WEST SOUND	167	58 (58)	1752	10.5 (10.0)
RADIO WYVERN	145	35 (39)	1827	12.6 (15.9)

ILR ADULT AUDIENCE

	1987	1986
IR population	40,070,000	38,910,000
Reach	17,745,000	17,438,000
Reach (%)	44%	45%
Average Hours	12.4	12.6
Total Hours	219,714,000	218,886,000

SHARE OF LISTENING

	1987	1986
INDEPENDENT RADIO	28.3%	27.9%
RADIO 1	25.2%	26.9%
RADIO 2	18.9%	18.8%
RADIO 3	2.1%	2.1%
RADIO 4	11.5%	11.4%
BBC LOCAL	9.3%	8.9%
LUXEMBOURG	0.3%	0.5%
OTHER (inc PIRATES)	4.3%	3.5%

STATIONS WITH IMPROVED FIGURES

BEACON RADIO
 RADIO BROADLAND
 CAPITAL RADIO
 COUNTY SOUND
 ESSEX RADIO
 RADIO FORTH
 GWR RADIO
 INVICTA RADIO
 LEICESTER SOUND
 PICCADILLY RADIO
 SEVERN SOUND

CHILTERN RADIO
 RADIO CITY
 DEVONAIR RADIO
 DOWNTOWN RADIO
 RADIO HALLAM
 HEREFORD RADIO
 LBC RADIO
 MARCHER SOUND
 MERCIA SOUND
 METRO RADIO
 MORAY FIRTH RADIO
 NORTH SOUND RADIO
 PLYMOUTH SOUND
 RED DRAGON RADIO

STATIONS WITH A DECLINE IN FIGURES

RADIO AIRE
 BRMB RADIO

RED ROSE RADIO
*11 stations improved ratings, whilst 17
 showed a decline.*

PERFORMANCE OF COMPETITIVE SERVICES

REACH

	1987	1986
INDEPENDENT RADIO	44%	45%
RADIO 1	42%	44%
RADIO 2	31%	34%
RADIO 3	8%	9%
RADIO 4	22%	21%
BBC LOCAL	20%	20%
LUXEMBOURG	2%	3%
OTHER (inc PIRATES)	11%	10%

HOURS

	1987	1986
INDEPENDENT RADIO	12.4	12.6
RADIO 1	11.8	12.2
RADIO 2	11.7	11.2
RADIO 3	4.9	5.0
RADIO 4	10.4	10.9
BBC LOCAL	9.1	9.2
LUXEMBOURG	3.0	3.0
OTHERS (inc PIRATES)	7.8	7.3

ILR ADULT AUDIENCE

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec
ILR pop 000's	40,070	40,070	40,070	40,070
Reach (000's)	18,634	18,111	17,443	16,946
Reach (%)	47%	45%	44%	42%
Av. Hours	12.1	12.7	12.4	12.7
Total Hours (000's)	225,971	229,462	215,942	215,528

INDEPENDENT RADIO LISTENING PROFILE

	IR pop	1987 Listening	Index	1986 Listening	Index
Male	47.8%	50.1%	105	49.1%	103
Female	52.2%	49.9%	96	50.9%	98
15-24	19.4%	23.4%	121	22.8%	118
25-34	17.6%	20.4%	116	19.9%	113
35-54	30.4%	32.8%	108	32.4%	107
55 +	32.6%	23.3%	71	24.9%	76
ABC1	38.4%	28.7%	75	27.9%	73
C2DE	61.7%	71.3%	116	72.1%	117

ILR PENETRATION BY SUB-GROUP

	1987	1986
All Adults	44%	45%
Male	47%	49%
Female	41%	41%
Male: 15-24	57%	61%
25-34	58%	57%
35-54	50%	50%
55+	32%	33%
Female: 15-24	55%	52%
25-34	49%	47%
35-54	42%	44%
55+	30%	32%
ABC1	42%	40%
C2DE	46%	48%
Housewives: All	39%	40%
with child	44%	45%

SO THAT'S WHAT
THIS KNOB IS
FOR ! ! !

PART 4

FEATURE BY ROB CHAPMAN
For NOW RADIO

*Continuing his look back at his discovery
of music radio, we reach the fourth and
final part of this feature by ROB CHAPMAN*

Considering all the events of 1970, all the comings and goings, all the wavelength changes, format changes, it came as no real surprise to tune in one morning in late September to find SPANGLES MALDOON announcing that RNI was to close at 11 am that very day. I think I'd ceased to be surprised by anything in the offshore field by this time. In fact I'd become so blasé that I didn't even bother smuggling my tranny to school to hear the closedown. Instead I just turned off the radio and left the house at 8.45 as usual (last record I heard was *Tears of a Clown!*) Heard one closedown, heard them all. I thought I knew everything then. The way a typical 5th former does. So although RNI was gone I didn't grieve. None of those stories about protecting RADIO VERONICA or sailing to the Med rang true. And anyway as the free radio mags all pointed out wasn't the Mebo still sitting out there in International Waters? I sat back and waited for the inevitable return...and it wasn't a very long wait, for less than five months later there were the unmistakeable tones of ALAN WEST on test transmissions. Now a lot can change in a year. Music had certainly changed. As a certain H G L ROSE once said to me, 1970 was the last year you could play RAY CONNIF and LED ZEPELIN back to back on the radio. And even

allowing for a certain nostalgic recreating of the past through Rose (ouch!) coloured glasses there is more than a grain of truth in that statement. In 1970 hard rock acts like DEEP PURPLE and BLACK SABBATH, Invictus soul like FREDA PAYNE and CHAIRMAN OF THE BOARD, and established album groups like the MOODY BLUES and JETHRO TULL sat side by side in the singles chart and RNI managed to blend the popular and progressive perfectly. In the space of a few months all this seemed to change, mainly I suspect because a lot of the heavy acts suddenly got very snobbish about making singles. The music scene diversified into TIE A YELLOW RIBBON and CHIRPY CHIRPY CHEEP CHEEP on the one side...well fill in which particular scene you belonged to on the other. RNI in 1971 was an out and out pop station, and damned good at the job it was too (here's your fiver, Howard!) but my musical tastes were going somewhere else. During 1970 I hadn't stopped exploring the ether just because there was an all day pop pirate. oughly spanning the same time scale of phase 1 RNI was RADIO GERONIMO. And they played classical music and FRANK ZAPPA back to back (or should that be Bach to Bach?). And until the money ran out as it inevitably does in the alternative society GERONIMO expanded my musical horizons to the point of infinity. For sheer pop lunacy there was also Jolly ROGER WALLIS and Kangaroo KIM on RADIO SWEDEN. All of it late night occasional listening, and all of it left an indelible stamp on my brain (probably the subliminal imprints caused by falling asleep every night for two years with an ear-piece seeping messages into my REM). The English Service of RNI was soon shunted away to the evening hours when reception on 220 metres was, shall we say, not so good. I learned much later that RNI suffered from the "Luxembourg effect", i.e. clear

reception in Scotland, naff in the Home Counties. Certainly in sunny Beds it was no longer a contender. And anyway I had become by this time, dare I admit it dear readers, the casual listener. For instance the first I heard of the bomb attack was when I wondered why ALAN WEST was shouting Mayday Mayday on the Sunday night news. I don't recall tuning in the following night to hear if everything was o.k. Even at school, arguing over who plugged MOZART 40 into the charts I was prepared to concede that yes, it might have been LUXEMBOURG. It wasn't that I was anti-pirate. I was merely taking into account the fact that nobody I knew listened to the station anymore.

The age of the Anorak was dawning. The second generation of offshore fans who were (and still are) prepared to listen to any old tosh as long as it comes from a boat. At this point me and the Anorak mentality part company. For my only criterion then, as it still is now, is music. If the station is putting out a good signal and good music I don't care whether it's coming from a tree on Wimbledon Common or Langham Place.

By 1974 I was out of the picture completely as I had moved to Bristol where I lived for the next five years. Pirate reception in Bristol had always been virtually non-existent, even in the sixties. And so I never heard RADIO ATLANTIS on the m.v. Janine. I never heard CAROLINE come back to the English coast. And I never heard RNI close down the last time. Old habits die hard though, and occasionally at home on college holidays I would tune into CAROLINE. The occasional stoned Christmas, the occasional 50kW summer. I can also remember sitting in a park on a warm sunny day in 1974 discussing with a friend what L.A. might be. Where did you send off for your L.A. T-shirt? Was it a group? A religion? A con? We were

puzzled but we didn't mock for I still remember CAROLINE when it was a genuine alternative. The return of GERONIMO as RADIO SEAGULL, the occasional return throughout the 70's of some bloke called TONY ALLAN who always seemed to play good music whenever he was on board. And I still remember the best summer job I ever had during the punk summer of 1977 in the wine and spirits store of a certain East Anglian brewery. No supervisor and as many freebies as you could smuggle out at 5 p.m. And of course the radio on all day. CAROLINE playing KRAFTWERK's TRANS EUROPE EXPRESS before anyone else, and against all odds CAROLINE playing punk. Albeit in small doses (TONY ALLAN, again! Who else?!) but where else could you hear the BUZZCOCKS or STANGLERS on daytime radio?

I moved up to London in 1979 just in time to hear the death bell toll for the MI AMIGO. Once in a while twiddling with my knob I'd stumble across some abysmal reception on 319 metres, and under the static I could just make out some obscure segue of hippie favourites, followed by the occasional roadshow ad, and I'd realise what I was listening to. It was like passing an old girlfriend on the street and not recognising her.

And then one morning I awoke and glancing at the front page of the newspaper noticed that they had finally given the old girl a decent sea burial. A lot of memories went down with that ship. Mine alone stretched back to 1966 when an 11-year-old kid turned to his father and said: "Dad, what's a pirate radio station...?"

THE END

LATER THIS YEAR ROB CHAPMAN WILL BE WRITING TWO MAJOR ARTICLES ON MODERN SURVIVORS OF THE OFFSHORE SCENE: LASER 558 and CAROLINE 576.

CABLE ONE

THE SUCCESS STORY AT
'CABLE & SATELLITE 88'

Less than one month after launch, CABLE ONE can be heard in 80,000 homes across Europe - including those served by one cable network in the UK - and their coverage is growing daily.

That's the news gleefully imparted to NOW RADIO by the radio station's managing director AD OSSENDRIJVER at the CABLE & SATELLITE conference and exhibition which was held last week at Wembley Exhibition Centre.

The first UK cable operator to take the service has been CLYDE CABLE in Glasgow. Negotiations are currently taking place with a further brace of cable operators who both cover areas of London.

CABLE ONE is using the equipment, supplied by NOS, originally set up for EUROPA TV. This incorporates the PANDA II sound system: EUROPA used the available sound channels to provide five different languages along with their TV picture; CABLE ONE uses two of these to broadcast a stereo radio signal.

OSSENDRIJVER can't understand why no-one else in Europe uses PANDA II - widely used in America - as it's such a superior system for stereo broadcasts, in his opinion.

"NOS has asked us if we would like to change to another system," he told us, "But we want to stay as we are. If we broadcast a high-quality CD on the PANDA II system then at the cable operator's head-end the quality is just as good as when it left our studio."

So, my groogies, you're onto the proverbial 'good thing' if you can receive CABLE ONE via your friendly neighbourhood cable network - what about if you've got your own dish? The chances are that your receiver isn't able to receive stereo - to get this facility you really have to hunt around, and - of course! - it will cost you a whole lot more of the hard-earned pennies than your common-or-garden variety of receiver.

CABLE ONE broadcasts in English, so it's rather ironical that when the company expands into television at the end of this year (on the same ECS 1 transponder, under the banner "Benelux TV") the programming will be all in Dutch! "We don't believe in pan-European television," says OSSENDRIJVER. "There's no market for it. Look at SKY - they've been on the air for years - and SUPERCHANNEL - they've tried to be pan-European and they're still both in the red."

CABLE

1

STATION OF THE STARS

Perhaps this in itself goes to show that a pan-European radio service could be more viable than a more profitable (on-the-surface!) pan-European television channel!

The CABLE ONE representatives were all quite adamant that they have no connection whatsoever with the off-shore station RADIO MONIQUE.

OSSENDRIJVER's co-director WILLEM VAN KOOTEN is better known to off-shore fans as JOOST DE DRAAYER; but he hasn't been heard on the off-shore-based RADIO MONIQUE since last July when he left that station to concentrate full time on CABLE ONE. The new station's staff has now been established, and doesn't include any of the names we've previously become familiar with. There are no plans at all for any old friends from the North Sea to appear over the airwaves of CABLE ONE, and no plans to lease out any air-time to any other organization - including MONIQUE.



ASTRA
EUROPE'S 16-CHANNEL
TELEVISION SATELLITE

RADIO TIEN had no representative at the CABLE & SATELLITE 88 exhibition but the Dutch independent telecommunications consultancy company TELADIN was able to inform us that the station was planning to begin its official programme service on Monday, 7 March, 1988. RADIO TIEN is to be twenty-four-hours-per-day entirely in the Dutch language from transponder 9 of Eutelsat 1 - F-1, broadcasting in full stereo on the sub-carrier frequencies 7.92 and 8.18 MHz.

For some quite inexplicable reason we didn't run into CHRIS CARY at the CABLE & SATELLITE 88 conference - but we did take the opportunity to investigate just why he seems to be having so many problems in getting his superstation onto the satellite airwaves.

EUTELSAT - the organization that owns and controls half of the birds available for satellite broadcasts in Europe - told us that they don't have any dealings with independent radio or TV stations. Anyone who wants to hire transponder time on a Eutelsat bird must do so through the PTT of their own country - in the UK that means British Telecom - need we say more?

ASTRA - due for launch at the end of this year and with a potential 16-channel capacity - would be very happy to hire out one of their transponders to a 24-hour-per-day television station for a mere £4M per year. But radio stations? Not only do they offer no encouragement to such projects, they feel it may even be against their interests to allow radio stations to broadcast from their bird. This may, perhaps, have something to do with the fact that ASTRA comes from Luxembourg, the country most famous in Europe for its own pan-European radio station...

The only other potential provider of a transponder, INTELSAT, were not available for comment.

SELLING OURSELVES SHORT

PAUL EASTON
For NOW RADIO

SELLING OURSELVES SHORT was the title of a joint RADIO ACADEMY/ICA seminar on the subject of on-air promotion of radio held at the ICA in London on Thursday 18th February.

Speakers were HELEN WILSON, Editor of Presentation for BBC RADIO 4; STEVE KNIGHT, in charge of on-air promotions and marketing at CAPITAL RADIO; and STEPHEN GAMES, from THE INDEPENDENT, who was acting as Moderator for the session, but who had just returned (that morning) from visiting several Public Radio (i.e. non-commercial) stations in the USA.

STEVE KNIGHT explained how CAPITAL use on-air promotions to attract listeners to other areas of the station's output, that they would otherwise perhaps not be aware of. For example, promoting the afternoon Drivetime show during the Breakfast show, or promoting weekend programming during the week. He played several examples of these - short, tightly-edited montages compiled from recordings of several days' output. The idea, he said, was to make these JOX POPS intriguing to the listeners in order to get them to listen, to make them feel they would otherwise be missing something exciting. There was also the question of 'branding' through things such as car-sticker promotions, in order to keep people aware of, and listening to, CAPITAL. Promotions were carefully scheduled, but not too heavily, in order to avoid 'burn-out'. There was also, he admitted, some reluctance by many CAPITAL presenters to use their airtime to promote other presenters. HELEN WILSON, from RADIO 4, viewed the promotions in a rather different way. Because of the nature

of the Network, RADIO 4 listeners are, apparently, highly selective. They don't necessarily listen all the time, but dip in and out for their particular favourite programmes. Promos were used, but mainly as fillers. Otherwise any trailing of programmes would be done live by the Continuity Announcer. There was, she said, some public disapproval of produced promos, preferring a brief mention by the Continuity Announcer during programme junctions.

An edition of THE WEEK ON 4 (Mondays 0835, RADIO 4) was then played. For those of you unfamiliar with this feature, it's a 'guide' through the week's forthcoming highlights on RADIO 4. This feature, I was surprised to learn, can take up to 5 working days to compile and produce. It is certainly well-produced, and uses a mixture of programme extracts and music to give an accurate flavour of RADIO 4.

There was some disagreement between STEVE KNIGHT and HELEN WILSON over the effectiveness of on-air promotions. CAPITAL have evidence that promotions are an effective tool in building, and winning, audiences. However, HELEN WILSON said that because of the nature of RADIO 4, it wasn't always possible for listeners at one part of the day to be able to listen at another. RADIO 4, she reminded us, was the sort of station that you needed to listen to, and wasn't the sort of station you could use as background listening.

Although the subject was interesting enough, and some good points were made, I have to admit that I came away from the seminar with rather mixed feelings. My reservations were certainly shared by 2 other people I was sitting with, one was a radio consultant, the other a radio producer with a major advertising agency.

The actual discussion seemed, initially at least, to lack any

proper structure, and therefore tended to meander, sometimes losing its way. I also felt that perhaps a bit more time might have made all the difference.

PAUL EASTON is a freelance Producer and Presenter. He was formerly Head of LBC RADIO's Production Department, responsible for In-House commercials and Programme Promotions)

**GETTING
ON THE AIR**

The second of a series of articles looking at all the possible issues involved in preparing for a licence application to the new Radio Authority.

One early consideration you might think fun, but which can turn into something of a headache is working out exactly what kind of programming your station is to offer. Furthermore, do you envisage developments (say, from all-music based to later include drama productions) which will require forward planning for additional facilities.

Depending on what format you wish to provide you will be able to outline your requirements. Not only for studio installations, but for production areas, administration and so on.

A fully automated station can run from very small premises with only one main on-air studio: but an all-news service would require at least two on-air studios, plenty of studio capacity for production and interviewing, facilities for panel operators (assuming you're not going to be self-op), plus large working spaces for newsmen and

women to gather, compile and edit their stories along with file systems for information storage, etc. I am deliberately skimming over some of these descriptions because I feel it important, at this stage, for you to use your own imagination in planning exactly how your studio/administration layout should be. Perhaps, at a later stage, we will present some sample designs of studio layout.

If the availability of frequencies for linking radio studio premises to their transmitter site is to be limited, as was the case with the (cancelled) community radio experiment, you will also need to be looking at locating your studio where the transmitter can also be housed. Away from, in general, residential areas is the rule here., You must not radiate any signal that will cause any interference to any other service, or listener/viewer.

You will, almost certainly, want a location which is easily accessible for the public, programme guests, advertisers and your own staff. Not all stations will want to locate 5 miles out of town on an old swamp (here I am reminded of SWANSEA SOUND!). It is perhaps not a bad idea to start looking at typically-suitable sites/premises now, so you can get an idea of the cost to purchase/lease or rent. Also discover what rates you will be expected to pay and whether there are restrictions on the types of businesses permitted in the area. Have a word with the Planning Department of your local council. Check that you can erect a 150 ft antenna tower in the area. If not, what is the maximum height allowed? How long will permission take? You may look around and, like others, discover a most suitable building in a delightful area, only to later be informed that you can't use it for one of a number of reasons. Spend some energy now on this matter!

HCLR

NATIONAL COMMERCIAL RADIO SOON?

PAUL A RUSLING
For NOW RADIO

As Europe's first exclusively satellite transmitted radio station went on the air at the beginning of this month, plans for at least five competing channels were nearing completion amidst rumours that one of them may effectively become a national commercial radio service for the UK - thus pre-empting the Home Secretary's plans for three such services announced last month. CABLE ONE began a 24 hour a day almost non-stop music service on Monday February 1st, and is already being carried by cable operators in several UK cities including London, as well as on systems across Europe.

Dutch laws designed to outlaw offshore broadcasting have meant that the signal must be transmitted from London, although the station is programmed in Amsterdam and owned by a consortium of Dutch businessmen and European Record Companies.

Rumours abound that the UK's independent radio stations are about to be given permission to carry a satellite delivered sustaining service at times when it's uneconomical to originate their own programming. This would effectively create a nationally networked pop service in direct competition with BBC RADIO ONE.

RICHARD BRANSON'S VIRGIN GROUP is reportedly readying a night-time only service of rock music, and would presumably finance transmission costs from increased sales of their own product - which would no doubt feature prominently in schedules.

More immediately, Media magnate CHRIS CARY is offering a 24-hour-a-

day programme called RADIO NOVA INTERNATIONAL to cable operators and any small stations interested in relaying the programme which will soon be transmitted from his base in Surrey by BRITISH TELECOM and the INTELSAT communications satellite.

CARY'S RADIO NOVA INTERNATIONAL format has been the market leader in Ireland for the last five years, and he will insert four minutes of internationally sold commercials into the programmes.

Also readying similar services are two publishing concerns and RADIO CAROLINE, which this year celebrates 24 years in international pop music broadcasting.

In the United States there are several nationally networked channels delivered by satellite. Small local stations agree to broadcast the 'national' commercials as well as inserting their own locally sold spots in pre-arranged breaks. Many small stations are automated, with the only live presenters being local news inserts and a nationally heard DJ, but the steps are widely acknowledged to have been a life-line for many smaller market operations.

SETBACK FOR GERMAN TV-SAT

The German Bundespost have announced "Things are not looking good" for TV-SAT, the new high power DBS launched by ARRIANNE last November. A Solar Panel on the satellite has failed to respond to ground commands to open, and is blocking the receiving antennae, meaning pictures and radio signals cannot be uplinked.

The West German Government underwrote the launch and expects the failure to cost around DM 300 millions after insurance. The real cost however will be borne by dozens of small electronics companies, many British, who are geared up to start production of domestic

receivers. After weeks of deliberation a commission of English, French and German scientists have reported that "it would take a miracle to unjam the seized solar panel." They have been unable to explain the fault, citing over a dozen possibilities.

Talks are being held with a view to sharing some capacity on the French high power TDF-1, which is identical to the German satellite and due to be launched later this year. Germany and France have now agreed on a technical transmission standard, although its quite different to that decided by the British consortium BSB.

The Luxembourg medium power venture ASTRA has yet to decide on technical details, but still claims to be ready to launch in the Autumn.

Also on target is the EUROPEAN SPACE AGENCY's much vaunted OLYMPUS service in 1990. After a disastrous start in 1986 it was renamed EUROPA and quickly went bankrupt. Now revived as EUROSPORT (a consortium of NEWS INTERNATIONAL and several public service broadcasters including the BBC) it's still hoping to provide the first high power pan-european service.

The failure of Germany's TV-SAT is bound to have shaken confidence in the industry which today is shackled by the high cost (around £1,000) of domestic receiver installation. Most listeners and viewers for the existing channels, carried on low power communications satellites and so requiring 'huge' four or six foot diameter dishes, are cable subscribers.

Only ten percent of Europe's estimated 100 million homes are on cable, and even today's rapid expansion is only likely to double that penetration, leaving a market of some 80 million potential sales of receivers equipped for reception of the higher power DBS services.

At the minimum quoted figure of £200 for a two-foot wall mounted dish and receiver, that's a sixteen billion pounds market, plus inflation by the time standards are agreed and the transmitters are in orbit.

PAUL A RUSLING

USEFUL ADDRESS GUIDE

A listing of important addresses and telephone numbers for prospective applicants for local commercial and community radio licences. Please note that AIRC/RMB and IBA details are provided for reference but will not necessarily be involved with this new radio sector.

INDEPENDENT BROADCASTING AUTHORITY,
70, Brompton Road, London, SW3 1EY.
(01) 584 7011.

IBA Engineering: Crawley Court,
Winchester, Hampshire, SO21 2QA. Tel:
(0962) 823434.

ASSOCIATION OF INDEPENDENT RADIO
CONTRACTORS 46, Westbourne Grove,
London, W2 5SH. Tel: (01) 727 2646.

MECHANICAL COPYRIGHT PROTECTION
SOCIETY (MCPS): Elgar House, 41,
Streatham High Road, London, SW16
1ER. Tel: (01) 769 4400.

MUSICIANS' UNION: 60 - 62, Clapham
Road, London, SW9 0JJ. Tel: (01) 582
5566.

PERFORMING RIGHT SOCIETY (PRS): 29-
33 Berners Street, London, W1P 4AA.
Tel: (01) 580 5544.

PHONOGRAPHIC PERFORMANCE LTD (PPL):
Ganton House, 14-22 Ganton Street,
London, W1V 1LB. Tel: (01) 437 0311.

NOW RADIO COMMUNICATIONS: PO Box 45,
Kettering, Northamptonshire, NN16
0NW. Tel: (0536) 514437 / 410723.

VACANCIES

RADIO BROADLAND is looking for a PRESENTER for a daytime slot. Must be someone currently working in IR. Send aircheck and CV to: MIKE STEWART, Programme Controller, RADIO BROADLAND, Colegate, Norwich, Norfolk, NR3 1DB.....

BBC RADIO BEDFORDSHIRE have a vacancy for a REPORTER. Based Luton or Bedford. First class record required, plus current driving licence and an understanding of the area and sport an advantage. The station says it welcomes applications from candidates with an understanding of the various communities in its editorial area (Asian, Afro-Caribbean, Italian or Irish). Salary £9,357 - £11,610 plus an allowance of £624 per annum. Contracts may also be considered. Application form from Recruitment Office, BBC Elstree Centre, Borehamwood, Herts, WD6 1JF. Telephone (01) 207 5979. Quote Ref: 6470.....

RADIO AIRE is looking for an experienced REPORTER and also a SPORTS EDITOR. Write with CV to JOHN SHIRES, News Editor, RADIO AIRE, PO Box 362, Leeds, LS3 1LR. Or 'phone (0532) 457822.....

BBC RADIO GWENT seeks a PRODUCER to join a busy team responsible for preparing, producing and presenting their daily news and magazine programmes. Call BBC APPOINTMENTS at Cardiff for application form (quote Ref: 6475) and ensure it is completed and returned by Tuesday March 15th.....

SIGNAL RADIO has an opening for a JOURNALIST with good broadcasting voice. Tapes and CV to FAUL SHELDON, News Editor, SIGNAL RADIO, Sheldon, Stoke-on-Trent, ST4 2SR.....

BBC RADIO LEEDS has a vacancy for

a NEWS PRODUCER. Salary £10,881 - £15,388 plus £1,066 allowance. Based Leeds. Further details from JOHN CUNDY, News Editor on (0532) 442131 ext 35.....

RADIO THAMESMEAD, the cable community radio station in South East London, is preparing for the day it can own and operate its own transmitter and provide its service to a much wider audience. They have an immediate vacancy for a TECHNICAL OFFICER to care for and maintain studio equipment and contribute to the station's training programme. Salary £9,780. Application form from BOB SMITH, Station Manager, RADIO THAMESMEAD, 20 Tavy Bridge, London, SE2 9UG.....

VIKING RADIO has an opportunity for a journalist with first-class skills to become its DEPUTY NEWS EDITOR. Must have a good microphone voice, experience and excellent references. Write to ALMA COOPER, News Editor, VIKING RADIO, 1 Commercial Road, Hull, North Humberside, HU1 2SQ.....

BBC RADIO HUMBERSIDE in Hull has a rare vacancy for a PROGRAMME ASSISTANT to join the station on a six-month contract. Salary £8,282 - £11,610. Call (0532) 441188 ext 257 and quote reference 6213.....

Expanding news operations at RADIO ORVELL/SAXON RADIO means they're on the lookout for a RADIO REPORTER. Write with CV: DARAGH CROXSON, Head of News, SUFFOLK RADIO GROUP, Electric House, Lloyds Avenue, Ipswich, Suffolk, IP1 3HZ.....

ESSEX RADIO needs an EXPERIENCED RADIO JOURNALIST with an excellent voice, ability to run a news desk and who can handle any type of news story. Write in confidence to: BOB SMITH, Head of News, ESSEX RADIO, Radio House, Cliftown Road, Southend-on-Sea, Essex, SS1 1SX.....

WHAT'S IN A LICENCE?

LAWRENCE HALLETT looks at how existing ILR stations and prospective 'new entrants' might be treated by the new RADIO AUTHORITY.

"Community Radio should be introduced through the UK, finding its place side by side with existing local commercial stations under a new form of light regulation *which they would share*;"

"there is more scope for community radio services, operating under the same light regulatory regime as new national services; and the existing local independent radio stations should also be more lightly regulated *in the same way and under the same terms*."

Radio: Choices and Opportunities Green Paper. February 1987. Sections 6.1 (ii) and 8.12 (ii/iii) - *my italics*.

How do the above quotes fit in with the recent comments by TIM RENTON (Minister of State with responsibility for broadcasting) that existing ILR operators will be able to carry on all their different broadcasting activities under ONE licence when the new RADIO AUTHORITY comes into existence? The answer is that they quite clearly don't fit together at all. Indeed, in my opinion, this contradiction shows the dilemma the Home Office is currently entangled in. - How does it fit existing ILR operators into the new scheme of things without them crying "foul"?

The cries from the ILR operators wouldn't be without substance either since (with the exception of CAPITAL and LBC RADIO in London) they were set up expecting a commercial monopoly within their broadcasting area. It appears that

the Home Office are aware of this and are trying to tip the balance in favour of the ILR contractors. Unfortunately the inevitable result is to tip the balance away from prospective new entrants.

OK lets stick to the scales of justice idea but get back to licences and what each individual one should cover. First off how does prospect of a new regime appear to an existing ILR franchise holder?

PLUS SIDE:

- 1) The arrival of less stringent operating conditions.
- 2) An improvement in the profile of radio advertising which should result in a long term increase in turnover.

MINUS SIDE:

- 1) New stations will mean a loss of non-BBC monopoly.
- 2) Will mean the end of inter-station financial support via the IBA.

Well that all looks pretty evenly balanced to me even leaving aside the obvious advantages of being well established 'on the air' and in many cases having more than one service to offer!

Now let's move on to the prospective new entrants, how does the situation appear to them in their many and various forms?

PLUS SIDE:

- 1) Being able to broadcast legally!
- 2) Being able to choose a legal structure best suited to their plans and not being limited to being a purely commercial outfit.
- 3) The benefit of hindsight - not making all of the mistakes that the IBA and ILR stations have often made!

MINUS SIDE:

This really depends on how the Home Office and the new RADIO AUTHORITY treat the existing ILR operators. If they are simply treated in *exactly* the same manner as the new entrants then the only minus point will be that new operators will have to compete (in some areas) with an established commercial operation. The requirement of even-handedness will be especially vital in the areas of transmitter usage and service provision. The *only* way to ensure any semblance of equal treatment and opportunities will be to have a statement something like the following included in the operating rules and procedures of the new RADIO AUTHORITY.....

In the case of non-national services, radio station operators shall require an individual licence for each service they provide or transmitter they operate. Additional licences (up to the permitted maximum holding of six) shall be required for each additional service provided or area covered. * The term 'transmitter' shall be taken to include the plural where it is more efficient in frequency management terms to cover a given area with more than one transmitter and/or frequency. Such transmitter groups must all carry EXACTLY the same material as each other AT ALL TIMES, if this is not the case then an additional licence or licences will be required.*

The above is by no means perfect but if something like it is not included in the operating rules of the new RADIO AUTHORITY and the AIRC/ILR lobby is able to persuade

the Government to establish a structure or 'transitional arrangement' which gives them clear advantages over their new 'rivals' then it will be up to the new entrants to cry 'foul!' hopefully very loudly indeed.....

LAWRENCE HALLETT is a partner in the broadcast engineering and consultancy firm PHOENIX COMMUNICATIONS. He is also a freelance radio producer.

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NORTHERN RADIO CONFERENCE

A one day conference for all those wishing to take part in the radio industry of the future will take place on Saturday May 7th. Organised by the 3RS Radio Network the venue for the event is the Sixth Form Centre in Durham City. The day features sessions on how to apply for a licence, campaigning and programme making. There will be a look into the radio future of Newcastle by the CRA's national worker MARK JONES. There will be contributions from all three groups that applied for the 1985 Sunderland CR licence. BRIAN LISTER (Programme Controller Tfm 96 sixty) will be airing his views and it is hoped that TONY FISH (RADIO NEWCASTLE's Manager) will be there too. All this for just £5.00! Advance booking is essential and details can be had from MARK JONES, St Anthony of Padua Centre, Welbeck Road, Newcastle, NE6 3BT.

LEARN TO INTERPRET "NEWSPEAK"

NOTES BY NORMAN McLEOD

It is becoming very important for people in broadcasting to appreciate a new language, because a great deal of discussion seems destined to take place in NEWSPEAK - the Esperanto of the Future.

The Community Radio movement, for instance, is much misunderstood: this is because it is streets ahead of the rest of the broadcast media in its development of NEWSPEAK.

Whereas normal prose is intended to illuminate the darkness of the mind, the aim of NEWSPEAK is to draw a curtain across it. The purest goal of NEWSPEAK is to create large slabs of plausible-looking prose, which give the impression of substance without holding any at all.

FUNCTIONS OF NEWSPEAK

There are four main applications of modern NEWSPEAK:

- (i) where the user does not know very much about the matter in hand, but feels that any words are better than none;
- (ii) for the presentation of ideas which would be unacceptable were they not carefully camouflaged;
- (iii) to promote wishful thinking as if it were true;
- (iv) to facilitate large bundles of bumph which give the impression of hard thinking but don't contain any.

We have the late Greater London Council to thank for considerable refinements to NEWSPEAK.

NEWSPEAK's vocabulary was expanded and its influence extended during Red Ken's reign, to the degree that almost all committee work was eventually undertaken in NEWSPEAK of a very high standard.

FIRST STEPS IN NEWSPEAK

It can take years of work to perfect your NEWSPEAK style.

Best to begin with something simple: take the following example from recent minutes of the Community Radio Association:-

"...work on the regulatory body had been zero priority..."

This modest little number is quite promising NEWSPEAK. It almost confesses that nothing has been done about the question, but skilfully avoids spelling it out. Well done.

Now let's move on to something tastier. Here's a veteran community radio campaigner, who has a Doctorate in NEWSPEAK:

"The possibility of using some spot advertising revenue, given the BBC connection, would have to be very carefully considered but should not necessarily be ruled out."

Notice how he cunningly appears to be discussing the subject, but discreetly fails to say anything discernable about it. What a pro!

MORE EXAMPLES

Earlier we explained how NEWSPEAK owes more than it can ever tell to the GLC: with it gone the world has lost a great practitioner of the art. However, others have been developing NEWSPEAK for their own use - and a fine job they've done too. More examples coming soon...

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Services Guide

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RADIO SHIP DEAL.

The former LASER radioship has been sold by its owner to one of the major creditors for an undisclosed sum.

NEWS EDITOR

DAVID HOLDSWORTH, 33, has been appointed News Editor for BBC RADIO HEREFORD-WORCESTER. This new station is aiming for an early '89 start-up.

At the moment he is a News Producer with RADIO SHROPSHIRE and prior to that was News editor at commercial RADIO WYVERN.

KEEP NEWS LOCAL

The NUJ has launched a campaign aimed at preserving news services within both ILR and BBC local radio.

The union says it fears that newsrooms will be closed or greatly reduced after deregulation. It wants a Statutory Requirement for news included in new broadcast legislation.

GROWTH FOR SIBC

SIBC in The Shetland Isles continues to report heavy airtime sales and as a result is already building a second on-air studio.

COME TO SEE CAROLINE!

NOW RADIO is planning a special trip (by ship from Kent) to see and visit RADIO CAROLINE. This is after many requests from former CAROLINE staffers now in the industry. Details, including likely date and costs, will appear in the magazine shortly. Meanwhile, if you want to reserve a place - please will you telephone the office and let us know. First come - First Reserved! (There will be a Bar aboard!!!)

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