

Now Radio

*THE Magazine for
Today's Radio
Industry*

**Issue No. 50
March 30, 1988**



'Children's Radio'

THE MAGAZINE FOR TODAY'S
RADIO INDUSTRY

NOW RADIO

EDITOR: Howard G. L. Rose

CORRESPONDENTS:

Steve Merike — Chris Andrew

John Lewis — Paul Easton

Gavin Cooper — Lawrence Hallett

Leo N. Brightstar

Rob Chapman — Tracey Power

Clive Glover

UNITED STATES

Graham Kennedy

TECHNICAL

Norman J. McLeod

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(0536) 51 44 37

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EDITORIAL COMMENT

Issue No. 50

March 30, 1988

NOW RADIO is Registered as a
Newspaper at the Post Office

Welcome to the 50th issue of NOW
RADIO!

Considering the past history of
United Kingdom-based radio trade
publications we are more than
pleased we are still here. Not only
'still here', but going from
strength-to-strength.

The original plan for NOW RADIO was
for it to be a regular source of
accurate news, a vehicle for ideas
and opinion and for it to help
promote a better understanding of
this most important media sector. I
hope that we have maintained those
early ideals - and added to them.

Perhaps a part of our strength has
been our ability to develop what we
provide as a direct result of a
constant interchange of ideas. We
have always been accessible. We will
always be.

Another of our strong points has
been our insistence on only catering
for the Radio Industry and its
Enthusiasts. We specialise in Radio.
Only Radio!

Of course we still have plans to
make NOW RADIO even better. But if
the guarantee of consistency means
having to wait for glossy pages and
colour photographs we shall always
believe that words and what they say
are far more important than their
appearance.

Thank's for letting us do what we
love!
HGLR

CAPITAL MAKES BID FOR AUSSIE- INTEREST IN 18 RADIO STATIONS

CAPITAL RADIO has entered into a conditional agreement whereby CAPITAL will acquire from the Australian company the whole of the issued share capital for £2.3 million payable in cash on completion.

BARCLAYS DE ZOTTE WEDD Ltd, the bankers, have agreed to purchase from CAPITAL RADIO PLC some 23.6% of the issued share capital held by PAUL RAMSAY for subsequent sale to a number of United Kingdom institutions. That's 3,661,884 Ordinary Shares.

The PAUL RAMSAY portfolio includes a 45% stake in BMS, the national airtime sales house.

It also includes 20% of METRO RADIO and TFM (North East Broadcasting Company), 21.49% of MURAY FIRTH RADIO, 27.69% of ESSEX RADIO, 2.4% of Ordinary shares and 14% Unsecured Loan Stock in RADIO HALLAM/VIKING RADIO/PENNINE RADIO (The Yorkshire & Humberside Independent Radio Ltd), 0.9% of GVR, 5.9% Ordinary and 4.8% of Ordinary non-voting shares in RADIO CITY, 6.7% of RADIO TRENT (inc LEICESTER SOUND), 8.6% of Ordinary shares and 8.6% of non-voting Ordinary shares in SWANSEA SOUND, 7.7% of SEVERN SOUND, 10.4% Ordinary and 10.4% of 8% redeemable preference shares in NORTH SOUND RADIO, 13.1% of RADIO VYVERN, 0.06% of OCEAN SOUND and 2.9% of RADIO BROADLAND.

Profits on these interests to 30th June, 1987 were £108,000.

A circular is being sent to CAPITAL shareholders for their approval. The deal also needs the consent of the INDEPENDENT BROADCASTING AUTHORITY.

CAPITAL is Britain's most profitable commercial radio service and went on-air in '73.

WARNING TO PIRATES FROM MINISTER

TIM RENTON, Home Office Minister responsible for Broadcasting, has issued a stern warning to landbased pirate radio stations that any station still broadcasting illegally after a certain date will not be considered for a licence under the new RADIO AUTHORITY.

MORE PROFITS

CHILTERN

CHILTERN RADIO's pre-tax profits to September 30, 1987 showed an increase of 40%. The figure was £200,000. An increased dividend will be paid for the third successive year. Shareholders will receive 10p per share. Earnings per share increased by 54.5%.

During this period the company took over the ILR franchise for Northampton which it now operates as NORTHAMPTS 96. CHILTERN paid £250,000 for this operation. Turnover was up to more than £2,000,000 - a hike of 38%.

RADIO TRENT

Profits for RADIO TRENT in 1986-7 doubled to £230,000 (pre-tax), whilst subsidiary LEICESTER SOUND made a profit of £75,000 against a loss in the previous year of £103,000.

Group turnover (the group now includes the new Derby station) was up by 48% to £2.9 millions.

RADIO CAROLINE - 24 Not Out!

Special Feature Next
Week in NOW RADIO...

MAKE SURE OF YOUR COPY NOW!!!

NEW RADIO AUTHORITY READY IN 9-MONTHS UNDER ABD PLAN

PAUL BOON, Chairman of the ASSOCIATION FOR BROADCASTING DEVELOPMENT, has told NOW RADIO the new RADIO AUTHORITY could be established within nine months and ready to begin full operations the moment the new broadcasting laws hit the statute books.

"The RADIO AUTHORITY could be in operation by the beginning of next summer," said BOON.

A report is being sent to the HOME OFFICE by The ABD this week.

The ABD has also recommended that the new RADIO AUTHORITY should only allow one radio service per company or group for the first five years of the new regime.

ABD says that ILR stations should be banned from applying for licences for second services within their existing transmission areas.

Furthermore, the ASSOCIATION FOR BROADCASTING DEVELOPMENT has told the HOME OFFICE that plans for National Commercial Radio should be put-aside until the new local radio services are well established.

The ABD represents the interests of more than 70 prospective commercial and public/non-commercial radio operators.

NEW BOSS OF RADIO LONDON

31 year old MATHEW BANNISTER is to be the new Managing Editor of the BBC's biggest local radio station, BBC RADIO LONDON.

He joins the station with the promise of "changes" in staffing and programming from CAPITAL RADIO where he was Head of Talks output. BANNISTER has the job of getting RADIO LONDON's ratings improved within 3-years or see the station under threat again from BBC senior management.

10 DIRECTORS QUIT AS RED ROSE RADIO DOES THE OYSTON-SHUFFLE

10 directors of RED ROSE RADIO have resigned following the re-gaining of control by millionaire OWEN OYSTON. They include PETER SALT, sales director.

MICHAEL CONNOLLY, a chartered accountant and journalist and a former News Editor of the station, JULIEN ALLITT have been signed-up as joint assistant managing directors of the company.

Under the new arrangements, which follow OYSTON's £8.2 million takeover of the three-station company, CONNOLLY is to be responsible to OYSTON (Chairman/Chief Executive) for financial affairs - including future acquisitions. ALLITT will manage Programming and public affairs.

SIGNAL PROFITS

A record profit of £188,269 (before taxation) has been recorded by Stoke-on-Trent commercial station SIGNAL RADIO in the year to September 30, 1987.

This is an increase of £142,000 on the previous year.

Airtime sales for spot advertising and sponsorship rose by 33%. Income from other sources increased 43%.

Now a separate Exhibitions and Events unit has been formed. Heading it will be former GRUNDIG international Marketing and Sales Director RAY COPE. Four major exhibitions are planned by SIGNAL in the current year, travel, women's world, business to business and a motor show.

At the present time SIGNAL RADIO is working on finalising plans for its new split-frequency operations which are only being delayed because of no-agreement between AIRC and PPL over needletime allowances for commercial radio.

SOUTHERN SOUND RULE OUT STAND- ALONE OP FOR EASTBOURNE

If SOUTHERN SOUND wins the IBA's franchise to provide ILR in the Eastbourne/Hastings area it will not provide more than an opt-out service of its present Brighton-based station.

SOUTHERN SOUND is bidding for the franchise alongside RADIO MERCURY of Crawley, which has formed a new company, COAST-FM. Some shareholders have been recruited from the Eastbourne and Hastings area. SOUTHERN SOUND claims it will expand its present Board by two members to take on people from the new area if it is successful.

Another contender, SOUTHDOWN RADIO has been brought together by the managing director of SOUTHERN VIDEO PRODUCTIONS, RICHARD YEOVART. He claims that SOUTHDOWN RADIO would provide a full-time service with no requirement for a sustaining service from other stations in the region.

The closing date for applications for Eastbourne/Hastings to be with the INDEPENDENT BROADCASTING AUTHORITY is Wednesday, 20th April 1988.

The franchise calls for a main FM transmitter at Heathfield, Sussex which would provide a directional signal with 10kW e.r.p. A relay transmitter would also be provided at Hastings running 200 Watts. This would be an Omni-directional signal.

The population coverage for the franchise would be around 470,000.

The IBA wants between £85,000 - £100,000 'forward-funding' for providing the Heathfield transmitter plus £50,000 - £60,000 for the Hastings relay.

The annual rental asked by the IBA would amount to £18,000 for the main transmitter and a further £3,000 for the Hastings area relay.

RADIO 210 PRESSURES IBA OVER OXFORD

Listeners to Reading-based RADIO 210 who can hear the station in the Oxford area are being asked to write to the IBA saying they would like to have an ILR service of their own.

Oxford is one of the next areas the IBA might advertise for contractors for should it decide at the end of this month to push ahead with further contracts.

In the bidding for the franchise will be CAPITAL RADIO and COUNTY SOUND plus a company formed some time ago by RADIO 210 which is called SOUNDS OF OXFORDSHIRE.

ILR TOP TEN STATIONS

Based on the latest JICRAR ratings, this is the top ten listings of ILR stations based on percentage weekly reach;

- | | |
|-------------------------------|-----|
| 1. NORTHSOUND (Aberdeen) | 62% |
| 2. WEST SOUND (Ayr) | 58% |
| 3. SWANSEA SOUND | 57% |
| 4. MORAYFIRTH | 56% |
| 5. PLYMOUTH SOUND | 54% |
| 6. RADIO CLYDE (Glasgow) | 52% |
| 7. MERCIA SOUND (Coventry) | 50% |
| 8. DOWNTOWN (Belfast) | 47% |
| 9. METRO RADIO (Newcastle) | 46% |
| 10. SEVERN SOUND (Gloucester) | 44% |

LUXEMBOURG NIGHT RADIO BID

Claiming to be the only people to have made money out of night-time radio and with 55-years experience, RADIO LUXEMBOURG are planning a new night time radio service which will be offered via monophonic landlines to ILR stations nationwide.

RADIO PLUS is the name of the service which joins Virgin's RADIO RADIO and RADIO NOVA INTERNATIONAL.

HEREWARD FORMS
CONSORTIUM FOR
CAMBRIDGE ILR
FRANCHISE
APPLICATION

HEREWARD RADIO of Peterborough has formed a new consotium which will be applying to the IBA to run the Cambridge/Newmarket ILR franchise. Applications have to be with the IBA by May 5th, 1988. The application will be under the name CNFM. The CNFM group will join a partnership with HERWARD RADIO and the two companies will be jointly owned by a newly formed company called MID-ANGLIA RADIO Ltd. It is planned that members of the CNFM Board of Directors will not only guide the interests of the Cambridge and Newmarket station, but will also make a significant contribution to the group as a whole. The Directors of CNFM are MARY ARCHER: Scientist, author and Director of ANGLIA TV. She is married to JEFFREY ARCHER. DAVID BALL: Chairman of Cambridge-based DAVID BALL GROUP of companies, Governor of the CAMBRIDGE COLLEGE OF ARTS & TECHNOLOGY and Director of the CAMBRIDGE FESTIVAL ASSOCIATION. ADRIAN BRIDGEVATER: Chairman HOBSONS PUBLISHING, co-funder with CAMBRIDGE UNIVERSITY and the CBI of the CAREERS RESEARCH & ADVISORY CENTRE, Chairman of the CAMBRIDGESHIRE GREAT ORMOND STREET APPEAL GROUP. TONY DURHAM: Deputy Chairman of CAMBRIDGESHIRE NEWSPAPERS, MEMBER of the council of the NEWSPAPER

SOCIETY, member of the appeal committee for the ADDENBROOKES HOSPITAL CANCER SCAN APPEAL.

STEWART FARNCIS: Managing Director of HERWARD RADIO.

MARTIN GEORGE: Chairman of HERWARD RADIO.

BILL GIBBS: Deputy Chairman of HERWARD RADIO, Director of LBC RADIO, Chairman of HOME COUNTIES NEWSPAPERS.

CHRIS KELLY: Broadcaster, producer, writer and dramatist.

JOHN WOODHOUSE: Mayor of CAMBRIDGE.

HEREWARD already claims Cambridge as a part of its service area.

Whichever applicant is given the franchise for Cambridge and Newmarket will have to pay the IBA between £110,000 - £130,000 'forward-funding' to enable the Authority to meet labour, equipment and investigative charges related to the transmitter - which will be an FM only service.

Furthermore the IBA will charge £16,000 per year rental to the successful company.

The FM transmitter will have 1kW e.r.p. and be sited at Madingley. It will be omnidirectional and 127m above ordnance datum.

It is estimated, by the IBA's Engineering division, that the signal will reach around 300,000 people with a stereo signal.

If the IBA awards the franchise to a group with interests of an existing ILR contractor it is more than likely that the Cambridge and Newmarket service will be run along the lines of an Opt-Out service of the main company.

NACB CONFERENCE

The NATIONAL ASSOCIATION OF COMMUNITY BROADCASTERS (Ireland) is holding its annual conference at the National Institute of Higher Education in Dublin on Saturday April 16th.

Amongst those speaking will be the Irish Broadcasting Minister.

Further details from SALLY REYNOLDS on Dublin 788733.

IRISH RADIO BILL

The Irish sound broadcasting Bill is due to go to Committee stage following the Easter Recess.

The Bill could become law by the Summer, but Dublin Government sources say that the first stations under the new system will not be on the air until, at least, the beginning of next year (1989).

SIMON DEE GETS 14-WEEK CONTRACT WITH BBC

BBC RADIO 2 has given SIMON DEE a 14-week contract to present SOUNDS OF THE SIXTIES each Saturday from this weekend.

The show starts at 0903 each Saturday.

"Simon made his first appearance on the programme as a guest presenter at Christmas time", said producer STUART HOBDAY.

"Following that broadcast we received a flood of letters from listeners praising his performance and asking to hear more of him. I contacted SIMON and as a result he's back with us on Saturday."

SIMON DEE said, "It's been a long time, but I'm really looking forward to getting behind the microphone once again. It's good to be back!" SIMON DEE began his radio career in 1964 as one of the first announcers aboard RADIO CAROLINE, before moving on to television with the BBC.

RAY MOORE BACK

RAY MOORE can be heard on RADIO 2 this Saturday night (April 2) at 1930 hours in a programme featuring THE JOE LOSS ORCHESTRA which was recorded last September.

RADIO WALES' STUART JOINS RADIO 2

BBC RADIO WALES AM programme presenter CHRIS STUART will host the RADIO 2 Early Show (0530 - 0730) vacated by RAY MOORE for six months starting this coming Monday April 4th. CHRIS STUART, who has been with the RADIO WALES AM programme for 9 years sat-in on the RADIO 2 slot for 2 weeks in January.

MAJOR-MARKET AUSTRALIAN STATIONS FOR SALE

SONANCE, the new owners of the network of commercial radio stations in Australia identified as the MACQUARIE RADIO NETWORK, say it is likely that it will retain only the stations in Sydney, Brisbane and Melbourne. The four remaining stations are to be put on the market. SONANCE paid A\$100 million for the 7 stations.

N O W R A D I O - R A D I O

SATURDAY JULY 2nd, 1988
CDRN EXCHANGE HALL
KETTERING
NORTHANTS

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BROADCAST EQUIPMENT DISPLAYS

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TICKET PRICE: £10 (NOW RADIO subscribers)
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To: NOW RADIO-RADIO, NOW RADIO COMMUNICATIONS, PG BOX 45, KETTERING, NN16 0NW

Please Send Me _____ Tickets for RADIO-RADIO. I/We enclose
cheque/postal orders/cash for £_____.

NAME:.....

COMPANY/ORG NAME:.....

ADDRESS:.....

.....

.....

POSTCODE:.....

TELEPHONE:.....

Please mail information about:

HOTEL ACCOMMODATION ()

BED & BREAKFAST ACCOM ()

BRITISH RAIL SERVICES ()

COACH SERVICES ()

ANYTHING ELSE? ()

9

NORWAY GETS COMMERCIAL RADIO

The Government in Norway has passed legislation which will permit local commercial radio from May 1st.

Community Radio already exists in Norway, with a number of low-power FM stations using 10W or less. They have been using transmission facilities provided by the Norwegian Post Office and carrying programmes produced by local groups and special interest organisations. The new commercial stations will be allowed 50W output and up to 6-minutes airtime for advertising per hour.

They will be able to own and operate their own transmitters.

U. S. A. RADIO

Here follows a summary of the number of Radio stations broadcasting in the USA as of January 1, 1988. Information from Public files at the F.C.C.

COMMERCIAL AM	4,902
COMMERCIAL FM	4,041
PUBLIC FM	1,301
	<hr/>
	10,244

NAME CHANGE, AND MORE...

TAFT BROADCASTING is now operating under the title GREAT AMERICAN BROADCASTING CO.

It is now combining its radio and television stations into one single broadcast group headed by radio group president, CARL VAGNER.

In the recent past the group has shed seven tv stations along with its cable interests. It is left with 16 radio and five tv stations.

VAGNER, a member of the NATIONAL ASSOCIATION OF BROADCASTERS and RADIO ADVERTISING BUREAU, has headed the radio group since '74.

DIARY DATES

A new section for NOW RADIO of important forward dates, of interest to radio broadcasters:

April 9-12. NATIONAL ASSOCIATION OF BROADCASTERS. 66th annual convention. Las Vegas Convention Center, Las Vegas.

May 18-22. PUBLIC RADIO CONFERENCE. Annual meeting of NATIONAL PUBLIC RADIO and AMERICAN PUBLIC RADIO. Adam's Mark Hotel, St. Louis. (202) 822 2000.

June 8 - 11. AMERICAN WOMEN IN RADIO and TV. 37th annual convention. Vestin William Penn, Pittsburgh.

June 8 - 12. BROADCAST PROMOTION and MARKETING EXECUTIVES 32nd annual seminar. Bonaventure, Los Angeles.

June 18 - 21. AMERICAN ADVERTISING FEDERATION. annual convention. Century Plaza, Los Angeles.

July 2. NOW RADIO-RADIO. Local commercial and community radio exhibition and meet. Corn Hall Exchange, Kettering, Northants, England. Sponsored by NOW RADIO COMMUNICATIONS/NOW RADIO MAGAZINE. (Info: 0536-514437)

Sept 14 - 17. RADIO '88. Sponsored by the NATIONAL ASSOCIATION OF BROADCASTERS (NAB) Washington, D.C.

Sept 23 - 27. INTERNATIONAL BROADCASTING CONVENTION. Metropole Centre, Brighton, England.

Jan 28 - Feb 1, 1989. NATIONAL RELIGIOUS BROADCASTERS. 44th annual convention. Sheraton, Washington, D.C. and Omni Shoreham Hotel, Washington., D.C. Next meet same venues Jan 27-31, 1990.

WINNING THE EARS OF BABES

a NOV RADIO feature

KPAL is an AM radio station in North Little Rock, Ark. It is commercial and has a dragon called Piccolo as its mascot.

What really is somewhat unique about this station, as Station Director TISH HEWSLEE will tell you, is that for the past three years it has been operating with a 'Children's Radio' format. If everything goes as planned they intend to syndicate it by year-end. Already, bar one or two developmental costs, it will be operating "in the black". Programming on KPAL is a careful blend of music, poetry, stories and feature programmes aimed at children and their parents.

TISH HEWSLEE thinks KPAL is the only station here in the USA broadcasting a full-time children's format. Indeed the NATIONAL ASSOCIATION OF BROADCASTERS has bestowed one of its prestigious CRYSTAL RADIO Awards on the station for its supreme efforts for "excellence in local achievement and community involvement."

KPAL is owned by businessman MELVYN BELL. He bought the station and a co-owned FM'er (KAUL-FM, Sheridan, Ark), with the children's format already in full-swing. However it was in need of great sums of additional capital. An area in which BELL was only to pleased to assist.

TISH HEWSLEE, a professor of early childhood education at the University of Arkansas

and her husband BILL bought the AM and FM stations as a package. The FM had a Big Band format and was run to 'pay the bills' to allow KPAL to introduce the children's radio format.

The early days of KPAL produced more than a few headaches. The team signed-up for a new children's radio network in California, but after only one most limited supply of tapes arrived, the California project went bust. Add to that the problem of selling children to advertisers - the ratings book (ARBITRON) does not measure under-12's - and you have the beginning of the problems of this new venture. TISH HEWSLEE explains: "We realised we would have to shift the AM to raise some finance. Our idea was the AM could back the FM/Children's Radio project. We didn't want to give that up, no matter what.

After reading about BELL in a local newspaper, and of his involvement in Theme Parks, they made the approach. BELL bought them out and immediately changed format of the FM operation to Solid Gold.

The HEWSLEES continued to manage KPAL and bought a 4,000-disc library, build a schedule and increased both staff and salaries. They began to undertake numerous community-related events and went about marketing the station to advertisers.

One clever bit of that marketing is to invite the likes of bank presidents to appear on the KPAL programme MBRT OUR LEADERS, where children ask them questions. "They see what we're doing.

We say to them: 'You spend thousands of dollars every year on public image. Where better could it be spent than in support of children's radio?'

Whilst Advertising Agencies denounce the no-ARBITRON station, the leaders go back and scream: "Buy them!"

Whilst the syndication idea is a long way down the road, interest has already been shown from stations in Tennessee, Illinois and Florida...and now with this article about the rather unique KPAL (whose logo appears on this week's front cover) this side of the Atlantic.

Just another format idea for potential New Entrants. A good one, too!

TOP JOCKS EXIT INVICTA

Breakfast show presenter GLEN THOMSETT and Saturday/Sunday breakfast show jock DAVE CASH are leaving the station. THOMSETT leaves for a new position at TVS at the end of April.

ROGER DAY, Programme Controller of INVICTA RADIO, is currently inviting applicants for the post of breakfast presenter. No telephone calls, just a c.v. and recent aircheck cassette should be sent to him at the address given on page 20 of this issue in OPENINGS.

Radio veteran DAVE CASH presented his last 0700 - 1000 show on Sunday morning. DAVE CASH began his career in North America before returning to the UK at Big L in the sixties.

4th UK MUSIC RADIO CONFERENCE

Last Thursday/Friday saw the 4th UK MUSIC RADIO CONFERENCE organised by the RADIO ACADEMY. This year's conference was concentrating on the views of the music-makers about music radio; the musicians, producers and record companies who provide our programme material. The formal opening reception on Thursday evening at RONNIE SCOTT's featured the RADIO ACADEMY's award for outstanding contribution to UK music radio. This year's recipient was JOHN PEEL who, according to Producer JOHN WALTERS who presented the award, had probably made the most important contribution by an individual to British rock music.

The main formal session on Friday was opened by JONATHAN KING. Radio, he claimed, was Dead. It had become stale and boring. This wasn't the only 'death', MUFF WINWOOD, Senior director of A&R for CBS Records, said that the days of the single (45rpm) were numbered. Sales were dropping and production and marketing costs were growing to the point where singles were no longer economical. Singles were nowadays just a loss-leader/trailer for the album, and the main market for singles was the 10-16 year old, he said.

Journalist KEN GARNER attacked the way too many radio presenters weren't really interested in the music - only themselves, and in many cases were often divorced from the real world. After lunch PETE WATERMAN, of the STOCK, ATKIN, WATERMAN

partnership provided what was arguable the most controversial and interesting session of the whole conference. WATERMAN had little comfort for those who thought the single was dying and radio was dead. Most of radio was boring, he admitted, but that was because it wasn't playing the kind of music the public wanted to hear. He said he was able through his weekly Saturday morning show on RADIO CITY (where he's known as The Hit Man), to find out people's tastes and has been able through that to develop an ear for hits. "What people want," he said, "is up-tempo, dance records. There is still a demand for selling singles. He'd done his research and found out that whilst it was the kids who were buying singles, many successful singles artists didn't do so well with album sales. Bananarama were a good case in point. In fact, INVICTA's Programme Controller, ROGER DAY, said that WATERMAN was the first person to say anything sensible all day. The highlight of the conference was supposed to have been an interview with ELTON JOHN conducted by PAUL GAMBACCINI to be recorded for later transmission by a number of ILR and BBC radio stations. Unfortunately word arrived on the Friday morning that ELTON JOHN had a master mix of his new album accidentally wiped and therefore had to stay in Los Angeles to re-record it. As a substitute, JONATHAN KING was persuaded to defend his proposition that radio was dead. GAMBO questioned

him.

"OK, go it wasn't dead. But it could do with a kiss-of-life.." said KING.

PAUL EASTON
For NOW RADIO

KISS-FM LAUNCHES

KISS-FM started official full-time regular programming on Sunday (March 27) from its modern hi-tech studio complex in Monaghan, Ireland.

A massive Fm signal on 103.7 FM and 5,000 Watts on 1008 kHz AM is giving the station coverage of Northern Ireland and the Republic. Listeners have also called from throughout Britain, Continental Europe and Scandinavia with reception reports during the mid-evening when the Dutch RADIO 5 transmitter closes down.

Station Manager of KISS-FM is TOM HARDY, who left the Head of Music post at CHILTERN RADIO, to take on the new job.

Weekday programming is as follows:

0600 - 1000 WICK RICHARDS
1000 - 1400 TOM HARDY
1400 - 1900 OWEN BARRY
1900 - 2400 JOHN FRIDAY
0000 - 0600 NON-STOP MUSIC

The station has a mailing address of PO Box 1037, Belfast, Northern Ireland. The 'phone number from the United Kingdom is 010-353-47-84028. KISS-FM is located at Unit Two, The Mall, Old Cross Square, Monaghan, Eire.

Programming on KISS-FM is targeted at the 18-35 year market.

RADIO NOVA HEADS FOR MAY 1 START

RADIO NOVA INTERNATIONAL is still on target for a May 1 launch of its satellite-delivered radio service. The service will be 24 hours and available freely for distribution over cable and radio stations throughout Europe.

DUBLIN JOURNALIST SACKED

Irish journalist JENNY MCGEEVER has been sacked by RTN RADIO after she broadcast a news item in breach of Section 31 of Ireland's Broadcasting Act.

Under that section representatives of paramilitary organisations and officials of Sinn Féin are banned from the airwaves.

McGEEVER allowed comments from Sinn Féin official MARTIN MCGUINNESS to be broadcast on the Morning Ireland programme.

McGEEVER started her radio news career with the now defunct RADIO NOVA.

NOW RADIO TRIP TO CAROLINE

Saturday May 14th is the date set for the first-ever NOW RADIO boat trip to visit the home of RADIO CAROLINE aboard the radio ship

ROSS REVENGE, which is anchored about 14-miles off the Kent coast. Departure will be at 0800 hours from Strood Pier, adjacent to Strood B.R. Station and the round trip will take about 12 hours. Tickets for the special journey, which will also be made by a number of former CAROLINE deejays, are £25 each from NOW RADIO in Kettering. Details of Rail and Coach Services, plus accommodation in the immediate area can be provided to anyone booking places on this trip.

ROBINSON WILL BE AM DRIVE TEMP

Deputy Programme Controller and recently hired PAUL ROBINSON will host CHILTERN RADIO's breakfast show from next week until a replacement for PAUL McKEENA joins the station. McKEENA leaves this Friday (April 1).

Hotly tipped to take over the breakfast airshift is PETER CRAIG, currently at TFM RADIO.

RADIO DJs

Here's a new guide to openings

Who's hiring? What are they looking for?

• Lists hundreds of PDs, formats,

all contact details for radio stations

UK, Europe and worldwide

(including many new stations hiring now).

Extra section on DJ jingle studios.

Send £5.75 incl. P&P to:

Radio Book Offer

PO BOX 45, KETTERING

No radio jock should be without a copy

14

**USEFUL ADDRESSES
GUIDE:**

A listing of important addresses and 'phone numbers for prospective commercial and community radio broadcast operations. Please note that information such as IBA/RMB/AIRC is provided for reference; these bodies will not necessarily be involved with the new radio sector.

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

IBA ENGINEERING. Crawley Court,
Winchester, Hampshire, SO21 2QA.
(0962) 823434

**ASSOCIATION OF INDEPENDENT RADIO
CONTRACTORS (AIRC).**
46, Vestbourne Grove, London, W2
5SH.
(01) 727 2646

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

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

PERFORMING RIGHT SOCIETY (PRS).
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summary of some of the latest news!

PRODUCT REVIEWS

This is a new section in *NOW RADIO* Correspondents to review new products, services and other radio-related items. If you have something for us to review, please send it to: *NOW RADIO, REVIEW, PO BOX 45, KETTERING, NN16 0NW.*

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WORLD RADIO TV HANDBOOK (1988)

Description: 576 pages.
Price: £17.95p
Publisher: BILLBOARD (USA)
Distribution: NOW RADIO COMMUNICATIONS and other agents
Availability: Immediate Despatch

This best-selling book is now in its 42nd year of publication. It claims to be, and is, still the only authoritative guide to DX'ing.

If you have a shortwave radio and the WRTH you're well on your way to opening up a whole new range of listening. Here you'll find a complete country-by-country guide to radio and television stations. A complete listing of what frequencies are used by whom, what power they're operating with, station executives, hours of transmission, addresses and 'phone numbers, it's all here.

There is also a special hour-by-hour guide to broadcasts in English. This is handy when you want to know what you should be able to receive at any given minute or two days.

Maps show the principal transmitter sites world wide and there are the full names and addresses of scores of international radio listeners' clubs.

Reception conditions, time signal stations and other specialised subjects are dealt with along with

the widely acclaimed annual test reports on receivers for international listeners.

The *WORLD RADIO TV HANDBOOK* is a must for anyone who wants to hear more than just local radio stations and is excellent value.

Available by post from *NOW RADIO*

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RADIO BROADCASTING AN INTRODUCTION TO THE SOUND MEDIUM

Description: Paperback 336 pages.
Price: £
Publisher: LONGMAN (USA)
Distribution: NOW RADIO COMMUNICATIONS and other agents
Availability: Immediate Despatch

This is the 3rd edition of this title and is just about the most comprehensive introduction to radio that I've ever read. Here you'll find background and information combined with pragmatic, hands-on advice to approaches to working for, running or owning a successful radio operation.

In this book you'll discover topics covered include history, regulation, management, sales, programming, formats, writing, directing, producing, performing, studio and operating facilities.

The book has been written by a team of academics and prominent professionals from US broadcasting - both commercial and public. It meets the needs of both the student and current broadcaster.

Good illustrations combined with the most interesting and informative text meant that I picked this up and couldn't put it down until the very last page. There was no skimping, even for me, with the number of years I've actually worked in the business. I highly recommend it to every individual and group. HGLR

GETTING ON THE AIR

The fourth in a series of on-going articles looking at issues involved in preparing for applications for licences for local commercial and community radio services under the new Radio Authority

Finance. Where do you get it, and how on earth do you raise it for a new local radio station?

Let's begin by issuing a few warnings. The moment that your friendly neighbourhood Independent Local Radio station hears of your plans, you can expect a friendly telephone call from its managing director. He'll express his personal interest and offer any help you wish to accept. He'll probably joke about his ever-open Cheque Book and detail a few areas in which His company might be able to help you and your plans. When this encompasses needletime and royalty payments, not to mention airtime sales, you could find yourself being very tempted by that which is being transmitted to you courtesy of British Telecom.

The friendly 'phone call will no doubt terminate with an invitation to "come along for a chat". He now wants to see whatever you have, and maybe take a few photocopies whilst you are kept busy with his Secretary downing a coffee or six. Before you can whisper "deregulation"

you could find yourself being offered a job of some importance on the station you actually conceived! As you begin to realise that he's taken over, you also realise he's got all your programming plans, not to mention your complete sales and marketing strategy. Christ! Will you ever get that job now?!

In walks his Programme Director and Sales Manager. They love the idea of owning, operating and selling a new local commercial or community station and really think "there should be a place for you...if you can prove you have what we are looking for..."

They promise that the issue will be discussed at the next Board Meeting. Sorry, you cannot attend. "We'll be in touch..."

You drift out of the building with a very uncomfortable feeling in your gut. You lost it. They have it.

An hour ago you walked in day-dreaming of walking out with a cheque which would help you in the initial planning stages, of being able to use the station as a free sustaining service and taking a good cut of the advertising they would attract for you and your dream station.

Not so. They've even liked your programming ideas and decided to actually put one of the programmes on the air the moment they can get IBA approval. And you, you silly sod, actually gave them that telephone number of the guy

who you wanted to present it.

Not only that, but in all your enthusiasm, you let it be known that you had lunch with 'their' breakfast presenter and wanted him to work for you.

You feel bad. You feel sick. They feel good. They are laughing at you as you walk towards your car.

When they said that they always welcomed competition. You didn't quite realise they were talking of SUN Bingo.....

L O O S E
E N D S

COCK-UP: Fancy not telling your overnight presenters that they'll be losing their programmes and the station will be relaying Virgin's RADIO-RADIO?! Happened at VIKING RADIO. And they're in communications?!?!.....

HOT SCOTS: PAUL STEVENSON, boss of Aberdeen's NORTH SOUND RADIO, has hired ALISON CRAIG (from MUSIC BOX) and PAUL WELSH to host two new daytime programmes.....

AWARD: Manchester's PICCADILLY RADIO has won a major award for a special programme on 'AIDS'. The hour-long programme broadcast first-time last year has won the Gold Award presented by the MEDICAL JOURNALISTS ASSOCIATION. The

programme, "AIDS: TOO LATE TO LEARN?" was aimed at cutting through the fallacies about how "AIDS" can and cannot be contracted. Included in the special programme were items recorded on streets in the area with the public, plus contributions from doctors and AIDS-sufferers.....

EASTER HOURS: This coming weekend is Easter and we hope that our entire readership enjoys a peaceful and happy time. The NOW RADIO offices will remain open and operating normally on Good Friday (April 1, 1988). We shall be closed on Saturday and Sunday and re-open again on Easter Monday, April 4th. Don't forget you can take out, or renew, subscriptions using credit cards (Access & Visa) by telephoning us during office hours. (0536) 514437.....

CAROLINE: No-one has officially mentioned it (yet) but as album sales now outnumber singles by 2 to 1, how long will it be before certain people in the CAROLINE organisation start to take a serious look at an album format for the station again?.....

SCEPTICAL: Whether or not the radioship HANWELL manages to creep away from Santander one quiet frosty night, one wonders what the Dti have been saying/asking of their Spanish counterparts. Also whether it might sail to the U.S. coast now that offshore radio has been given a new lease of life that side of the Atlantic following the Court ruling over RADIO NEWYORK INTERNATIONAL....

L O O S E
E N D S

TICKETS: You must hurry to book your places on the NOW RADIO trip by ship to the home of CAROLINE. A booking form is enclosed. Try and get it back to us this week if you can.....

FREQUENCIES: No wasted space. No interference, either! We're talking about the USA where the FCC has amended its rules to allow an additional 800 AM Radio stations to operate on the Regional Channels of 940 kHz and 1540 kHz.....

AM STEREO: Still in the USA the FCC has refused to adopt officially one industry-wide AM STEREO system, saying that the market place will decide. Seems MOTOROLA's C-QUAM is already close to becoming the norm as one hundred per cent of receivers in the market are made to receive it. Most AM STEREO stations transmit it.....

PIRATE MOVIE: Shooting should start this summer of a comedy film about the birth of an offshore pirate radio station. The film will be set in the 1966/7 era and it will be shot on the Isle of Man. The movie will be based on a screen-play by PAUL BURNETT and is being financed by BEE GEE BARRY GIBB.....

ON THE MOVE: ROB EDEN is closing his Gloucestershire offices to move full-time into the RADIO NOVA INTERNATIONAL venture at Camberley, Surrey.....

OLYMPICS: Did we tell you that the man behind the music and entertainment at the Winter Olympics in Canada was none other than TOM LODGE, known to many in the industry for being the first Programme Director of RADIO

CAROLINE way back in nineteen sixty-four. Congratulations on a great job, TOM.....

NEEDLETIME TALKS: It wasn't just the AIRC in talks with PPL recently...The AED has also been having continued talks with PPL on Needletime Agreements for prospective New Entrants. By all accounts, ABD seemed to be a lot happier with the results of these talks than AIRC had been.....

SOLD OUT: The last few months have seen just about every print-run of NOW RADIO increased and, believe it or not, sold out almost on the day of publication. Good rule, order early. Better still, subscribe!.....

NWO RADIO NEWSLINE: Now we are a newsweekly we are wondering if we should be making any changes to the NOW RADIO NEWSLINE which operates on our main office telephone line after office hours. We welcome your suggestions.....

KASEM: Headline-hitting, jockey-losing CHILTERN RADIO have been running AMERICAN TOP 40 with CASEY KASEM on Saturday nights for the last few weeks. Show gets a late night/early morning repeat once weekly, too.....

MOVES: BBC RADIO LEICESTER has signed-up JOHN AGNEW as its new Sports Producer.....

1992: Will the massive changes for business - the lifting of trade barriers and the like - in 1992 in the European Community mean a rush of even more British pro's to rush across to the Continent to establish, own and operate their own commercial radio stations. Perhaps a case for investigation and a few kind words with your friendly bank manager - at home or anywhere in Europe.....

VACANCIES

INVICTA RADIO have an opening for a BREAKFAST PRESENTER. If you're witty and intelligent then send a recent aircheck cassette and your c.v. to ROGER DAY, Programme Controller, INVICTA RADIO, 15 Station Road East, Canterbury, Kent, CT1 2RB.....

SOUTHERN SOUND want a PROGRAMME MANAGER to strengthen its presentation department. You'll be working with the Programme Controller to organise and shape the station's output. Write with c.v. to JEREMY SCOTT, Programme Controller, SOUTHERN SOUND RADIO, PO box 1323, Brighton, Sussex BN4 2SS or 'phone him now on 0273-422288.....

The VOICE OF PEACE Radio Station has an immediate vacancy for a PRESENTER. Send c.v. and aircheck/demo cassette to: VOP Agents (UK), Now Radio Communications, PO Box 45, Kettering, NN16 0NV. Must be able to present fast moving, slick style minimum chatter programmes. 6 month contracts. Ideal starter for presenter seeking on-air experience.....

RADIO CITY has a vacancy for a EDITOR (BUSINESS NEWS) to head up a new section of the Merseyside ILR operation. Position calls for several years' experience in the Business or City sections of a newspaper. Broadcasting experience is not essential. The successful applicant will be responsible for daily news reports and a weekly magazine....applications to IAIN MANN, RADIO CITY, PO Box 194, Liverpool, L69 1LD.....

RADIO CITY also has an opening for 2 SENIOR JOURNALISTS. Radio experience welcomed. However journalist with at least 3 years

experience, wishing to move into broadcasting, will be considered. Applications, in detail, to: IAIN MANN, RADIO CITY, PO Box 194, Liverpool, L69 1LD.....

MERCIA SOUND is looking for an enthusiastic RADIO JOURNALIST with a nose for hard news and good presentation to match. You'll also be working for a service we provide for Cable Television. Demo Tape and CV to COLIN PALMER, Head of News, Mercia Sound, Hertford Place, Coventry, CV1 3TT.....

NORTHANTS 96 is looking for a REPORTER for its Northampton newsroom. The post would suit a reporter already in radio or a journo wishing to switch over from newspapers. Apply with full CV to: ANDY DIPROSE, News Editor, CHILTERN NETWORK, Chiltern Road, Dunstable, Bedfordshire, LU6 1HQ.....

BBC RADIO BEDFORDSHIRE has an opening for a NEWS PRODUCER to be based in Luton. Salary £10,881 - £15,388 plus allowance. Ref: 6552. Call (01) 207 5979 for application form.....

BBC RADIO CAMBRIDGESHIRE has openings for a NEWS PRODUCER and 2 REPORTERS. The News Producer is for the Peterborough studio centre. Salary £10,881 - £15,388 plus £1,066 p.a. allowance..the REPORTERS will be based at Cambridge and be paid between £9,357 - £11,610 plus an allowance of £634 p.a. For further details call ALISON SARGENT, News Editor, RADIO CAMBRIDGE on (0223) 315970.....

Attention all stations!! Please ensure that we receive details of your latest job vacancies for FREE listing in this section. Also please inform us when positions have been filled.

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 STUART, Programme Controller, RADIO BROADLAND, Colegate, Norwich, Norfolk, NR3 1DB.....

CAPITAL require a REPORTER/EDITOR to work on its major public affairs and news programmes. CV and recent tape of your work should be sent to: SUE DAVIES, CAPITAL RADIO, PO Box 958, London, NW1 3DR. Closing date: April 8th.....

SOUTHERN SOUND require a SENIOR JOURNALIST with first-class skills and a great voice. CV and cassette to: TIM LOCKE, News Manager, SOUTHERN SOUND RADIO, P.O. Box 1323, Brighton, Sussex, BN4 2SS.....

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 PAUL 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 CUNWY, News Editor on (0532) 442131 ext 35.....

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.....

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.....

BBC RADIO SHROPSHIRE is looking for a NEWS PRODUCER. Salary £10,881 - £15,388 plus £1,066 p.a. allowance. Based Shrewsbury. Further information from BOB CALVER on (0743) 248484.....

WHAT ARE YOU AFRAID OF?

NOTES BY NORMAN McLEOD

Those were the words of Timothy Renton, Minister of State at the Home Office, when confronted last week with anxious questioning from Voice of the Listener.

Voice of the Listener seems to be very largely composed of Ab's aged 45+ who are avid fans of Radios 3 and 4, and who fear that the new radio legislation may result in the destruction of high-quality Public Service broadcasting as they know and love it.

The Minister reproved those assembled for their caution: he said there was a 'tremendous safeguard' inherent in having stations compete for the listeners' attention. He asked for patience from those anxious to broadcast, outlining a programme involving legislation in the autumn, to be followed by the creation of the new Radio Authority in 1989.

Flanked by civil servants Quentin Thomas and David Cooke, the Minister invited questions from the floor. The overall impression I was left with was of anxious concern about quality and standards, with a Minister keen to emancipate listeners from 'limited choice'.

But the question of fear is an interesting one, because I too have had occasion to use the expression 'What are you afraid of?'. Only this time I was asking the Government the question, turning the tables as it were.

I have detected a great fear in the Home Office about the word 'community radio' and the sort of broadcasting it might provide.

FEARS AND PHOBIAS

I have detected fear from the DTI, the so-called Department for Enterprise, about the technical consequences of letting loose with low-power Special Event stations.

I have detected fear from the AIRC that the medium-wave channels vacated by BBC radio 1 and 3 will not be good enough for a national network.

In all three cases I think the fear is quite unjustified. The Home Office should realise that 'community radio' - even the most politicised variety favoured by some who advocate it - has a role to play in a democracy. The Minister used the analogy of magazine publication to illustrate the virtues of choice, but he would surely not wish to ban *Marxism Today* or *New Socialist* from the bookstalls.

The DTI should stop losing sleep over tiny little transmitters of little technical consequence, and remember that unless the wider public interest is affected, the declared aim of the Government is to support business, not impede it. Some progress has been made, but we still have very time-consuming and conservative rules and procedures in effect at the moment.

And the AIRC should stop whingeing. If it's really unhappy about 1215kHz, why doesn't it ask for 1152, 1458 or 1548 kHz to be assigned to national network use? These are HIGH POWER channels mistakenly (in my view) assigned to local radio in the early seventies. They could easily revert to their role as national network frequencies without much hassle.

There is nothing to fear but fear itself....

— e N McLeod 1988 —

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THE NOW RADIO TEAM

Part 1

Our Editor is HOWARD G L ROSE. He started broadcasting with RADIO WORDSSEE INTERNATIONAL in 1971 and has had a career encompassing BBC Local and ILR stations and a fair share of Offshore stations, including the VOICE OF PEACE where he programmed the station over a 5½-year stay. It was whilst on a second 1½-year stay with RADIO CAROLINE that he planned the launch of NOW RADIO. Coming ashore, he wrote a book THE PIRATES WHO WAIVE THE RULES and he was heard over the likes of VIKING RADIO, RADIO AIRE and HEREFORD RADIO before being forced to devote all his energy to this publication.

STEVE MERIKE is one of the most professional and respected radio broadcasters in this country. His career started with the offshore RADIO SCOTLAND and has taken him far and wide ever since. STEVE worked for RADIO ONE, where he once presented the breakfast programme, Programmed RADIO WORDSSEE INTERNATIONAL, hosted a highly-popular afternoon show on BBC RADIO BRIGHTON and was one of the earliest voices on LBC RADIO in 1973. Later he moved on to Programme PENNINE RADIO before joining PICCADILLY RADIO in Manchester. He then joined RADIO TRENT where he achieved some of the best-ever ratings for a UK radio programme.

JOHN LEVIS (JOHNNY LEVIS) started in radio with RADIO CAROLINE in the '70's, later moving to THE VOICE OF PEACE and then Irish commercial radio before returning to the North Sea and becoming one of the original LASER team. He then moved back to CAROLINE he is now heard daily over RADIO WYVERN.

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