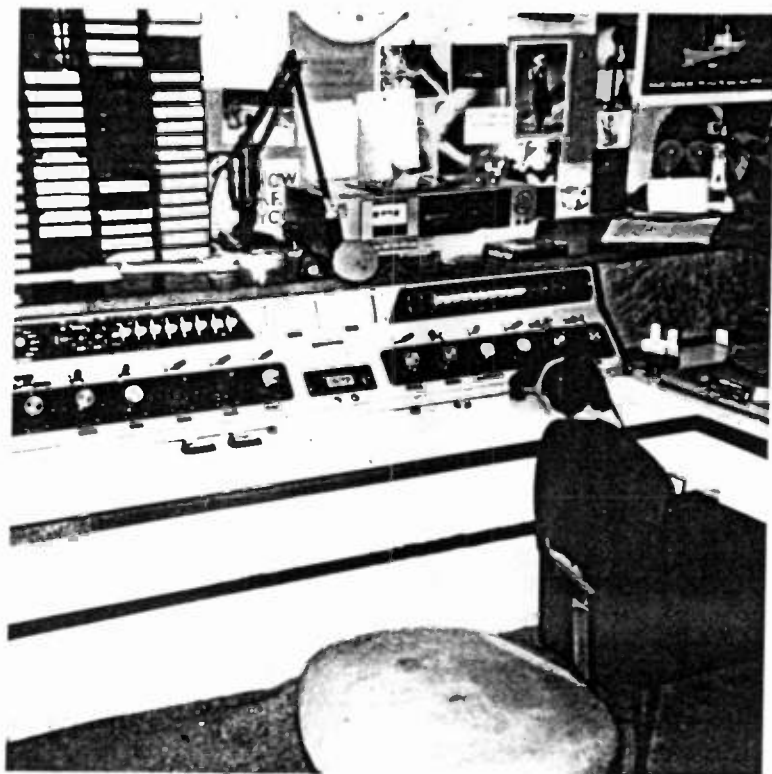


# **Now** **Radio**

*THE Magazine for  
Today's Radio  
Industry*

**Issue No. 54**  
**April 27, 1988**



**RADIO CAROLINE**

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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Telephone:  
(0536) 51 44 37

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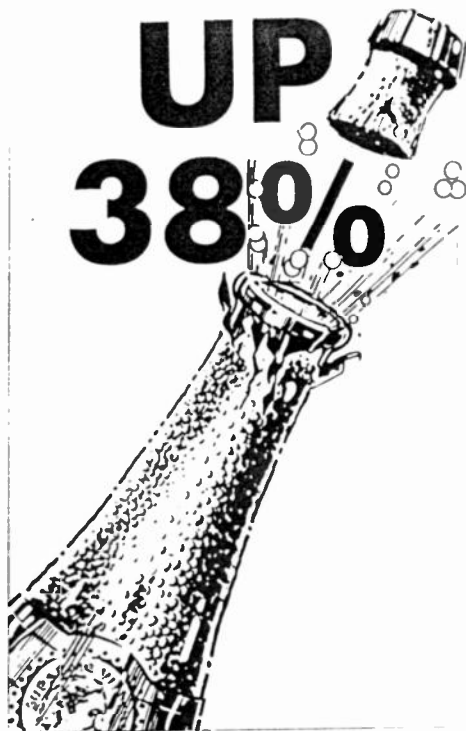
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2

# Now Radio

Issue No. 54  
April 27, 1988

**NOW RADIO IS REGISTERED AS A NEWSPAPER AT THE  
POST OFFICE**

**LATE NEWS:** The opening ceremony for RADIO NOVA INTERNATIONAL will now take place at 4 p.m. on Wednesday May 4th, and not 8 p.m. as previously announced by the station. Attendance is by invitation only.

## EDITORIAL COMMENT

*It might be considered unfair to attempt to sway opinion, at the IBA, as to who should receive the new ILR contract for Eastbourne/Hastings: However, we are not alone in hoping that the people of this area will receive a radio station which broadcasts from within, and not outside, the community. If Eastbourne/Hastings receives a station operating from outside the area, surely we can expect to hear some angry voices in the near future.*

*One consolation is the fact that, by the end of the decade, Eastbourne/Hastings will be able to have their very own radio station(s) courtesy of The Radio Authority and stations that are local...*

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RADIO COMMUNICATIONS.

## WHERE ARE THEY?? HUNT ON FOR CAROLINE STAFFERS

A major effort of research is starting aimed at locating every possible former member of the RADIO CAROLINE staff. Every DJ, news reader, programme producer, crew member, sales team person, secretary and assistant who has worked for RADIO CAROLINE since 1964 needs to be located by a team working on a special project aiming at marking the offshore stations 25th anniversary which happens next Easter. Former staff should contact NOW RADIO, and any readers with knowledge of the whereabouts of any ex-CAROLINE staffer should do the same.

## NAT WEST SPONSOR CONCERT SERIES

The NATIONAL WESTMINSTER BANK are sponsoring a new 13-week concert series which is being syndicated by PPM, the PICCADILLY RADIO production arm.

The programme is made at CAPITAL RADIO.

The series is on offer to 22 stations, 11 are believed to have accepted the deal whereby £500,000 is being spent on sponsorship, spot commercials and also a telephone direct response campaign.

Amongst the stations taking the NAT WEST series are CAPITAL RADIO (London), PICCADILLY RADIO (Manchester), BRMB (Birmingham) and Liverpool's RADIO CITY.

## RED ROSE BRING BACK LINCOLN AS PROGRAMMER

RED ROSE RADIO have hired DAVE LINCOLN as Programme Controller. He was with RED ROSE from launch until two years ago when he joined RADIO CITY to host the breakfast programme.

LINCOLN is also Manager-designate of the proposed second service which RED ROSE plans to open in Blackpool.

He told NOW RADIO that he would be carefully researching what the station should programme on its second service, taking into account the recent increases in FM listening to ILR services.

The second service would be waiting for agreement between AIRC and PPL over needletime allowances.

## McKENZIE HIRED BY RADIO CITY

TONY MCKENZIE has joined RADIO CITY in Liverpool to host the afternoon 1300 - 1600 airshift.

He joins after being with RADIO NOVA/ENERGY in Dublin. His first full-time broadcasting job was with RADIO CAROLINE.

MCKENZIE presented his first show for RADIO CITY on Saturday (April 24th).

## RADIO NOVA UP-DATE

The opening ceremony for RADIO NOVA INTERNATIONAL will now take place at 4 p.m. on Wednesday May 4th, and not 8 p.m. as previously announced by the station. Attendance is by invitation only.

## DEE LOSES 20,000 DISC COLLECTION

SIMON DEE, who has been working hard on his comeback with a weekly Saturday morning programme *SOUNDS OF THE SIXTIES* on BBC RADIO 2 has had his massive 20,000 strong record collection stolen or destroyed by thieves.

SIMON said he returned to his London flat to find the thieves had wrecked his home, stolen many of the discs and badly damaged those they didn't make off with.

## CHANGE FOR RADIO-RADIO?

As the launch of RADIO NOVA INTERNATIONAL on May 1st draws closer there has been speculation that VIRGIN's RADIO-RADIO may turn from plans to offer itself as an overnight sustaining service for Independent Local Radio stations to a satellite-delivered full-time radio service. This would put it in direct competition with CHRIS CARY's RADIO NOVA INTERNATIONAL and also leave the ILR's to manage their own programming overnight.

ROB JONES of RADIO-RADIO this week said that details of which sales houses would represent RADIO-RADIO, and the final schedule, would be announced shortly. There were no indications that any changes were being made to the original intention of being an ILR-programme provider.

A list of stations taking the service will also be released shortly.

## OCEAN SOUND NEWS CHANGES

PETER SOLOMONS takes over as Head of News with OCEAN SOUND on May 16. He joins from being deputy head of news at SWANSEA SOUND. He replaces CHRIS RIDER, who joins TVS at the end of April.

In the period between RIDER leaving and SOLOMONS taking over the Acting Head of News at OCEAN SOUND will be OCEAN SOUND WEST mid morning presenter MARK FLANNAGAN.

## McFARLANE MOVES TO AM DRIVE

PETER McFARLANE, the former deputy Programme Director of CAROLINE 558, (KEVIN TURNER), is moving to host the breakfast programme on OCEAN SOUND NORTH from Monday May 2. He'll be broadcasting weekdays 0600 - 1000. He replaces DAVID BRADFORD who has moved to SOUTHERN SOUND in Brighton.

The evening show which had been presented by PETER McFARLANE will now be hosted by former WEST SOUND (Ayr) jock KENNY McALISTER. He will broadcast 1700 - 2100 Monday to Thursday and 1700 - 1830 Fridays.

## EUROPE'S MOST POWERFUL FM'er

KISS-FM, the Monaghan-based super-pirate beaming into Northern Ireland, is now operating on full power and around the clock.

As well as being on 100.8kHz AM, KISS-FM is transmitting with 500kW e.r.p. making it the most powerful European FM station now broadcasting. Station Manager is TOM HARDY.

## CAROLINE PD EXITS

### PHILIPS JOINS KENT COMMERCIAL STATION

PETER PHILIPS has resigned as Programme Director of RADIO CAROLINE after three years with the station. He is joining Kent commercial operation INVICTA RADIO, which is programmed by another former CAROLINE DJ ROGER DAY.

Reports that PETER PHILIPS was quitting the station first appeared in NOW RADIO several months ago, but up until this week he had remained silent on the issue.

However his last stint aboard the radio ship was very short and indicated a job was on offer.

Before joining CAROLINE, PETER PHILIPS worked with THE VOICE OF PEACE followed by South West London station RADIO JACKIE.

At INVICTA, PETER PHILIPS will be presenting the 2200 - 0200 airshift and the Sunday request programme which airs 1200 - 1500 hours.

"It's a real scoop!" said ROGER DAY. DAY explained when he first heard PETER PHILIPS on CAROLINE he was determined to have him on his team.

"It's good to know that The Lady can still produce talent these days..." he added. "I reckon there will be quite a few stations who will be envious of us at INVICTA. We really do have a great line up now." said DAY.

CAROLINE should be naming its new Programme Director in the coming few days, according to sources.

### US RADIO REVENUE UP AGAIN

Network radio revenues through February were up 5.5% over

January/February 1987, to \$53.3 million, according to figures just released by the RADIO NETWORK ASSOCIATION.

January was up 11.1% over the same period last year, but income for February stayed level on last year's same period at \$25.3 millions.

GK

### US RADIO'S BIG SPENDERS

SEARS ROEBUCK was the biggest spender on commercial radio in the USA in 1987.

SEARS spent \$73.9 million. The second biggest spender was ANHEUSER-BUSCH at \$67 million, GENERAL MOTORS (\$53.7 million), PHILIP MORRIS (\$38.4 million) and FORD MOTORS (\$34.6 million).

### POWER HIKE FOR MERCIA

MERCIA SOUND is about to have a major power increase for its FM transmitter.

IBA Engineers have started work on the transmitter at Shilton, Warwickshire, and the station hopes that, by the end of May, the station's signal on 97.0 MHz will be up in power from the present 500 Watts to 2 kW.

The IBA have charged the station £24,000 for the power hike.

"Using the IBA's official forecast of how it affects our reception area, we will now take Royal Leamington Spa into our FM primary service area for the first time." said STUART LINNELL, Managing Director and Programme Controller of the station.

"We should also have a significantly improved signal throughout Coventry, a significant chunk of Warwickshire and in South Leicestershire, well beyond Hinckley."

MERCIA SOUND's AM transmissions on 1359 kHz will remain at the present power output.

**RADIO NOVA  
INTERNATIONAL  
AIMS FOR  
30, 000, 000  
LISTENERS**

RADIO NOVA INTERNATIONAL, Britain's first-ever commercial radio station to broadcast via satellite, launches Sunday May 1st.

RADIO NOVA INTERNATIONAL will broadcast from hi-technology studios in Camberley, Surrey. The studios incorporate the latest state-of-the-art equipment.

RNI will be a more-music service and keep talk to an absolute minimum. It will programme the hottest hits, 24 hours per day.

The signal will be stereo and available to audiences throughout Europe. The potential audience on cable systems will be around 30 million. RADIO NOVA INTERNATIONAL also hopes to be re-broadcast in major markets of Europe via terrestrial radio stations. Its target age group will be 15 - 39 years.

The operation is the brainchild of CHRIS CARY - a name synonymous with innovations in the broadcast field. His career to date includes being a DJ with RADIO CAROLINE and the late RADIO NORDSEE INTERNATIONAL, Station Manager at RADIO LUXEMBOURG and as founder and manager of the hugely successful RADIO NOVA in Dublin, Ireland. The past two years have been occupied establishing a major satellite design, manufacture and sales company in Surrey.  
RADIO NOVA INTERNATIONAL

will broadcast via INTELSAT VA F11. Programmes will be beamed from transponder 63 on sub-carrier frequencies 7.38 and 7.56 MHz.

The station will make extensive use of computerised music programming - an entire software package has been especially commissioned to format the station.

Amongst the DJs signed up for RADIO NOVA INTERNATIONAL will be TONY BLACKBURN. He will continue his work for BBC RADIO LONDON and SKY CHANNEL, whilst being heard on NOVA 1800 - 2100 every Tuesday evening. He will also present NOVA's prestigious EUROPEAN TOP 40 between 1200 - 1600 each Saturday.

PAUL BURNETT, who began his radio career with Yorkshire offshore station RADIO 270 then went on to MANX RADIO and RADIO LUXEMBOURG has recently been broadcasting with ILR after a long stint with RADIO 1. His ILR service includes VIKING RADIO and of late CAPITAL RADIO in London. Paul will host the weekday 1000 - 1300 airshift on NOVA. TIMMY MALLETT of TV-AM WIDE AWAKE CLUB will bring his show to NOVA each Sunday morning from 1000 - 1300 hours.

TONY PRINCE, who since leaving RADIO LUXEMBOURG, has established the DISCO MIX CLUB, is to host NOVA's disco night on Wednesday's from 1800 - 2100 hours.

MARK WESLEY, who after leaving RADIO LUXEMBOURG, moved to ILR as both a presenter and producer of jingles, will present weekend shows for NOVA at 1600 - 2000 Saturday and 1900 - 2200 on Sundays. TIMOTHY RENTON, MP, Minister of State for Broadcasting will officially open RADIO NOVA INTERNATIONAL at 8pm on Wednesday May 4th.

## ROGER EAMES DEPARTING RADIO LEICESTER AFTER 19 YEARS

ROGER EAMES, Programme Organiser at BBC RADIO LEICESTER, is leaving the station at the end of May after a massive 19-year stint with the station. ROGER is 48 this year and has decided to take early retirement in order to take up opportunities in freelance broadcasting and music.

Whilst at RADIO LEICESTER he has served as deputy manager to no less than six station managers.

His BBC career started in 1962 as a Studio Manager, working with the NORTHERN DANCE ORCHESTRA in Manchester. A year later he became a Producer in London. After briefly transferring to RADIO NOTTINGHAM as music producer, he became RADIO LEICESTER's Programme Organiser in 1969. He was given the brief, after the station, the first of the BBC local radio network, to consolidate and professionalise the programme output while building up a new broadcasting team.

His expertise in 'live' music, which started with the BBC in London when he was a producer, became evident from his interest in local brass bands, chirs and jazz.

He and his wife, CHRISTINE, formed the RADIO LEICESTER BIG BAND in 1976. They won the RADIO 2 Top Senior Band Trophy twice, in 1981 and 1985. They also won a variety of other awards.

As well as the Big Band, ROGER EAMES also presented the RADIO LEICESTER weekly jazz programme. His future plans include Big Band concerts and promotion of a 3-piece jazz group - THE MANFRED TRIO. He will also be undertaking freelance engagements as a musician, broadcaster, teacher and lecturer.

## ATLANTIC RECORDS STORY FOR RADIO 1

RADIO 1 is running THE ATLANTIC RECORDS story each Saturday at 1400 from April 30th, with a repeat broadcast on AM only, each Thursday at 2100 hours.

ANDY PEEBLES will introduce the programme which marks the 40th anniversary of the label. The programme took 6 months to produce.

The series includes a one-hour programme on ARETHA FRANKLIN.

## CD STATION RETURNS TO LONDON AIRWAVES

London's first unlicensed Compact Disc station CD 10/24 has resumed broadcasting as a stand-alone facility and identifying as CD93 on 93.2 FM.

The station currently aims to provide a service each Saturday from 0600-1400 hours.

CD93 has brought former JFM jock BRIAN ANTHONY out of 'retirement' to be amongst its line up of presenters.

The format is of contemporary pop and rock - and all music is broadcast from Compact Discs.



### 3 APPLICATIONS FOR EASTBOURNE ILR FRANCHISE

The IBA has received three applications for the Eastbourne ILR franchise. COAST-FM, owned by RADIO MERCURY, the Crawley ILR contractor had made a bid for the franchise along with SOUTHERN SOUND, the Brighton contractor and SOUTHDOWN RADIO. Almost at the last minute it became known that COUNTY SOUND, the Guildford ILR contractor had joined the SOUTHDOWN RADIO bid. Thus no total newcomers to commercial radio were to be in the running for the franchise.

The EASTBOURNE franchise also offers a relay at Hastings. It is an FM only service, for which the IBA will be charging as much as £160,000 'forward-funding' for the transmitters. The annual rental payment from the successful contractor to the IBA will amount to £21,000.

The franchise was advertised by the IBA in December last year; the closing date was last Wednesday April 20.

A Public Meeting will be held in the Elizabeth Room, de la Warr Pavillion, Bexhill-on-Sea at 2000 on Tuesday May 3rd. This is designed to give local people an opportunity to comment on the published applications, question the applicants about their proposals, and give their views about the local radio requirements of the area. Admission is free and no tickets will be required to gain admission. Individuals and organisations are also

invited to send written comments on any aspect of the proposals to the IBA's Director of Radio.

Interviews with the applicant groups will take place at the IBA towards the end of May, and the Authority hopes to announce who will run the service during June.

The contract will provisionally be offered for the period up to December 1994, when the last of the IBA's existing ILR contracts expires. It is expected that new legislation affecting ILR will be brought into effect before that date, and the contractual arrangements for the new ILR contractors, as for existing contractors, may need to be adapted as a result.

#### SOUTHDOWN RADIO

SOUTHDOWN RADIO's authorised share capital at present is 2,000,000 Ordinary Shares of £1 each. The issued share capital will be £780,000 Ordinary shares of £1 fully paid, with COUNTY SOUND PLC holding 49% of all issued share capital.

As well as COUNTY SOUND's 390,000 £1 shares, RICHARD YEOWART, managing director of SOUTHERN VIDEO Ltd, will have 10,000 £1 shares as a founder. Other Founders with 10,000 shares will be GARETH ROGERS, a former BBC RADIO SUSSEX Producer, and currently promoter of EASTBOURNE EAGLES SPEEDWAY team.

Local private investors will be Rt Hon JULIAN FANE (3,000 shares), D JONES (2,000), Dr. R WATSON (35,100) and S TINDELL (39,000).

Local businesses YEOWART

STEEL will have 25,000 shares and SUSSEX NEWSPAPERS will hold 39,000 shares.

Other investors will include HAYMARKET PUBLISHING with around 20% stake (156,000 shares) and LAING & CRUIKSHANK with 93,600 shares. This firm will advertise these shares locally and underwrite them.

SOUTHDOWN RADIO forecasts a profit of £126,000 before taxation in the 20 months to September 30, 1990.

SOUTHDOWN says it will use some of the most sophisticated computerised music programming technology and with a wide range of music styles hopes to appeal to all ages. "The accent will be on melody and familiarity..." says its application to the IBA.

SOUTHDOWN RADIO plans to broadcast between 0500 - 2200 hours on weekdays, and 0600 - 2200 at weekends.

It promises at least one Outside Broadcast per week.

It also promises an extended lunchtime news and a 60-minute current affairs programme each weekday evening.

The company says it hopes it could be ready to commence broadcasting no later than 1st February, 1989.

The proposed Directors will be IAIN SUTHERLAND (Chairman). He is conductor of the WREN ORCHESTRA, which is sponsored by CAPITAL RADIO.

DERRICK STANSBY, financial director and Company Secretary of SHAPE ADVERTISING in Essex.

RICHARD YEOWART, managing director of SOUTHERN VIDEO Ltd.

GARETH ROGERS, the

broadcaster.

J NORMAN CUNNINGHAM, Chairman of COUNTY SOUND of Guildford.

MIKE POWELL, Managing Director of COUNTY SOUND.

SIMON TINDALL, managing director of HAYMARKET PUBLISHING.

DR RAYMOND WATSON, chairman of NATURAL VITALITY Ltd., and

MURIEL MARGETSON, Vice-President of the BUSINESS & PROFESSIONAL WOMEN'S CLUB of Hastings.

#### COAST-FM

COAST-FM, which plans to have studios in both Eastbourne and Hastings says all peak time programmes will be produced and presented locally. It says, because of the population profile, it will aim its programming at older listeners (55-plus) who represent a third of the population, whilst at the same time attempting to appeal to the 'younger groups' as well.

Music would range from one extreme to the other; the current top forty through pop oldies (they name Beatles, Eagles, Queen, Buddy Holly, etc) and including middle-of-the-road music (Andy Williams, Frank Sinatra and Barbara Streisand).

COAST-FM, mainly owned by RADIO MERCURY, will provide hourly news bulletins (local) from 0600 - 1800. They also propose a headline service on the half-hour at 0630, 0730, 0830, 1230, 1630 and 1730. They plan a half-hour news programme each weekday evening.

At weekends COAST-FM would only offer two news bulletins locally produced: at 0900 and 1300. It proposes a weekly

round-up of local news on Sunday at 0830.

Chairman of COAST-FM will be W A (Bill) HONEY, a chartered accountant who lives in Eastbourne.

Managing director will be JOHN AUMONIER, who is managing director of RADIO MERCURY.

Other directors are DAN BARRATT director of a large firm of builders in Eastbourne, REGINALD J HARRIS, JP, MRS FRANCES FERGUSON (prop of four hostels for the mentally handicapped), KENNETH JONES (a Solicitor and Chairman of RADIO MERCURY), DAVID LAMBIRD (managing director of DEAN MOTORING CENTRE), ERIC EPSON (a Dentist and Director of RADIO MERCURY), and ALAN CAFFYN (Chairman and Chief Executive of CAFFYNS PLC - a large motor dealership).

Authorised share capital is £1,000,000 and the proposed Issued share capital is £600,000.

COAST-FM believes it will make a nett profit (before taxation) of £150,318 in its first year.

#### SOUTHERN SOUND

If SOUTHERN SOUND is awarded the franchise, it would not only see its service area extended, but would take on board two new directors to represent the interests of the additional area. They would be PETER KENT, managing director of the NOBO GROUP PLC and BILL UTTLEY-MOORE, managing director of COMPUTING DEVICES.

To cover capital expenditure of £400,000 SOUTHERN SOUND

intends to offer unissued ordinary voting shares.

SOUTHERN SOUND would appoint a Manager to be based at Eastbourne who would be responsible for day-to-day operations and managing ten people who would be hired to work there.

SOUTHERN SOUND claims it would have the Eastbourne operation in a profit situation in its second full year of broadcasting.

The station says "a significant amount" of programming would be produced locally, whilst 'off-peak' hours would come from the Brighton studio base.

A nightly, one-hour news programme is proposed.

"Studios and a back-up studio, together with engineering maintenance support and administration, already exist at SOUTHERN SOUND for the general presentation of the music programming for Eastbourne and Hastings. Local news, features and information would be presented from Eastbourne." says the application.

#### ADDRESSES

COAST-FM - RADIO MERCURY, Broadfield House, Brighton Road, Crawley, West Sussex, (0293) 519161, Contact: JOHN AUMONIER, or care of HONEY BARRETT & CO, 55, Gildredge Road, Eastbourne, East Sussex, Contact: BILL HONEY (0323) 35951.

SOUTHDOWN RADIO - Broadwater House, Chailly, East Sussex, BN8 4JE, (082 572) 3000, Contact: RICHARD YEOWART or MIKE POWELL at COUNTY SOUND (0483) 505566.

SOUTHERN SOUND RADIO - PO Box 1323, Brighton, East Sussex, BN4 2SS, Contact: RORY McLEOD (0273) 422288.

## AIRC DEMANDS AMENDMENTS, DESPITE INVESTIGATION

LORD YOUNG, Trade and Industry Secretary, has received a letter from the ASSOCIATION OF INDEPENDENT RADIO CONTRACTORS demanding that the Copyright Bill should still be amended - even though the MONOPOLIES & MERGERS COMMISSION has launched an investigation into the problems of needletime restrictions. AIRC is claiming in its communication that there are other problems beside the monopoly held by the copyright bodies and the overall situation of PHONOGRAPHIC PERFORMANCE that need to be dealt with. The Government seemed to be thinking the whole issue of needletime, PPL and related issues raised by AIRC could effectively be put on the shelf until after the M&MC had reported later in the year, and after the Copyright Bill had passed through all its Parliamentary stages. Having failed to get amendments made to the Bill whilst it was at the Lords' stage, the ILR stations then began approaches through the Dti. As reported last week by NOW RADIO, AIRC has no plans for any further meetings with PPL over the thorny needletime issue. Meanwhile a number of ILR stations are continuing to plan new split-frequency services, with COUNTY SOUND leading the way with a June 1, start-up date for its GOLD AM and PREMIER FM.

## ILRN IN SATELLITE NEWS BID

INDEPENDENT RADIO NEWS could be preparing to bid as the provider of news services to BSB's NOW channel. The contract could be worth around £30,000,000 to the successful bidder. The bid would be made together with CROWN, which merges with CHALFORD COMMUNICATIONS in June. At present CHALFORD owns 58% of LBC. LBC owns 40% of INDEPENDENT RADIO NEWS. A third party would also be involved in the news bid.

## CROWN GETTING IN LINE FOR RADIO AUTHORITY 6- STATION RULE

As soon as the merger of CHALFORD COMMUNICATIONS and CROWN TELEVISION is completed in June, the new company, CROWN COMMUNICATIONS, under Chairman CHRISOPHER CHATAWAY will begin to bring its interests in commercial radio into line with expected RADIO AUTHORITY rules on ownership. The RADIO AUTHORITY is to rule that no one company, organisation or individual may own more than six local commercial or community radio stations. At present there are 18 ILR stations in which the group has interests. CROWN will whittle this down to six, which CHATAWAY is claiming CROWN would become sole-owners of. It would sell-off its interests in the non-wholly owned stations to bring itself in line with the new regulations which will be in the new Radio Bill.

## AUSSIE RADIO COMPANIES PREPARE TO BUY OUT NEW ZEALAND STATIONS

The Government of New Zealand is preparing to sell off some 30 RADIO NEW ZEALAND owned local radio stations.

Indications in that country are that foreign interests will not be barred from ownership and as a result a number of major Australian radio companies are preparing to make bids for the stations.

## NEW WORLD AT ONE PRESENTER NAMED

JAMES NAUGHTIE, 36, Chief political correspondent of THE GUARDIAN has been named as the new presenter for RADIO 4's WORLD AT ONE.

He will succeed SIR ROBIN DAY in September.

## NEW ZEALAND DJ RECORD

"I'm very tired, but I have a day off to catch up with sleep," said RADIO SCENICLAND DJ JEOFF BARRACLOUGH, as he extended the New Zealand record for continuous broadcasting to 78 hours in Christchurch. During his long spell at the mic he took quick showers to help drive the sleep away. A sports goods shop lent him an exercycle which was parked against the broadcast desk. BARRACLOUGH used it between records and links. He also raised more than \$500 for the WORLD VISION appeal by playing paid-for dedications.

## RADIO INNOCENCE, SEX AND RAWNESS ARE VITAL ELEMENTS TO PROGRAMME PLAN

MERCIA SOUND is planning a new style breakfast show as part of changes brought about by the departure of PAUL ROBINSON to CHILTERN.

JEFF HARRIS has already moved into the breakfast show, from afternoon's and he will be joined by an 18-year old newcomer to radio, JENNIFER COSTELLO who has been recruited from hospital radio.

Until now JENNY has been restricted to overnight shifts.

"She's still at a very early part of the learning curve, but it's that very rawness - let's call it 'radio innocence' - that I hope we can capture. By putting JENNY in harness with JEFF HARRIS I'm looking for the sexual chemistry notion that TV-AM made so much fuss about with ANNE DIAMOND and NICK OWEN," said STUART LINNELL, managing director and Programme Controller of the Coventry commercial station.

"In fact, I think it will work better on radio than it ever did on television because the relationship between the two if left more to the imagination of the listener," he added.

The team will air for the first time next Tuesday, May 3rd, when the new style show is launched.

MERCIA SOUND broadcasts 24-hours per day on 1359kHz and 97.0 MHz FM.

*See also our report on an increase in FM transmitter power for MERCIA (Page 6).*

## RADIO SCOTLAND DROPS WORLD AT ONE

BBC RADIO SCOTLAND has dropped the London-produced WORLD AT ONE from its schedules to broadcast its own news sequence in the latest move by the Head of Radio, NEIL FRASER, to provide listeners with a better service than before.

The new programme, THE ONE O'CLOCK NEWS, will be presented by MIKE RUSSELL and will run from 1300 - 1330. Programme Editor, JACK REGAN, says: "The programme will be more akin to tv's SIX O'CLOCK NEWS, starting with the main headlines and then dealing in-depth with the main story of the day. It will provide world coverage of events from Scotland as well as dealing with events from home.

The ONE O'CLOCK NEWS will also replace BBC RADIO SCOTLAND'S LUNCHTIME REPORT news programme. It ran from 1230 - 1300 and concentrated on Scottish news. To fill the 1200 - 1300 slot each weekday there will be a mix of feature, documentary and music programmes. On Monday a new series MEET YE MONDAY is presented by ROBBIE SHEPPARD, with requests, dedications and music of a Scottish nature. This will be followed by TRAVEL TIME with the latest news on the travel front. Tuesdays programmes consist of feature programmes and on Wednesday another new series: THE McCALMANS & FRIENDS will precede a repeat of Sunday's PORTRAIT documentary programme. Another two new series runs Thursdays: NORTH EAST NOOK, with ROBBIE SHEPPARD, featuring characters and music from the North East of Scotland and following that will be MONEYLINE presented by former MP GERRY MALONE who'll be giving advice on all aspects of personal finance.

In another move MACGREGORS GATHERING with JIMMY MACGREGOR has reverted back to its old time slot of 1100 Tuesdays and Thursdays.

## MACK IN FESTIVAL SHIFT

JIMMY MACK has taken up residence in a new studio at the GLASGOW GARDEN FESTIVAL and will present his daily afternoon programme for 108 broadcasts starting tomorrow, April 28.

The 120-acre Festival site on the South Bank of the River Clyde will be the single biggest tourist attraction staged in Scotland for over fifty years.

JIMMY MACK AT THE FESTIVAL will be broadcast live on RADIO SCOTLAND at 1330 each weekday throughout the summer. The producer is MIKE STANGER.

## RADIO 2 AT FESTIVAL

To mark the opening of the GLASGOW GARDEN FESTIVAL, gardening expert, ALAN TITCHMARSH, will be making contributions to BBC RADIO 2 programmes throughout this Friday (April 29).

In the morning he will tell DEREK JAMIESON's listeners what the festival is all about and why its being staged in Glasgow.

Between 1100 - 1300 when ANNE ROBINSON is sitting in for JIMMY YOUNG, ALAN will be interviewing the chief executive of the festival, GEORGE CHESWORTH.

In the afternoon, GLORIA HUNNIFORD will hand over to him to talk to some of the celebrities visiting the festival, and, during JOHN DUNN's show, he will look at some of the more unusual stands and the water festivities.

JOHN GURNETT will be the RADIO 2 producer looking after the days output from the Garden Festival.

## USEFUL ADDRESS 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, Westbourne 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).  
29-33 Berners Street, London, W1P  
4AA.  
(01) 580 5544

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

PAMS/CENTURY 21  
4 Hansol Road, Bexleyheath, DA6 8JG.  
(01) 304 8088

COMMUNITY RADIO ASSOCIATION.  
119 Southbank House, Black  
Prince Road, London, SE1

75J.  
(01) 582 7972

ASSOCIATION FOR BROADCASTING  
DEVELOPMENT.  
79 Caling Croft, New Ash Green,  
Dartford, Kent, DA3 8PY.

THE PRESS ASSOCIATION.  
85 Fleet Street, London, EC4P 4BE.  
(01) 353 7440

NATIONAL ASSOCIATION OF COMMUNITY  
BROADCASTERS. (NACB) IRELAND.  
32 Gardner Place, Dublin 1.  
(0001) 788733

WIRELESS WORKSHOP.  
25 Ditchling Rise, Brighton, BN1 4QL.  
(0273) 671928

PHEONIX COMMUNICATIONS.  
11 Barclay Oval, Woodford Green,  
Essex, IG8 0PP.  
(01) 500 0890  
(01) 506 2318

SOUND BROADCAST SERVICES.  
42 Grenville Road, London, N19 4EN.  
(01) 281 1367

EAST ANGLIAN PRODUCTIONS  
21/23 Walton Road, Frinton on Sea,  
Essex, CO13 0AA.  
(0255) 676252

RADIO MARKETING BUREAU (RMB)  
46 Westbourne Grove, London, W2 5SH.  
(01) 221 2535

THE RADIO ACADEMY.  
30 Whiteladies Rd, Bristol, BS8 2LG.  
(0272) 237485

KNBC RADIO SOVEREIGN  
2nd Floor Suite, 26 Gold Street,  
Kettering, NN16 8JB.  
(0536) 410723

NOW RADIO NEWSLINE  
(0898) 654 383  
24 Hours per day  
The latest radio industry news and  
information.

## DIARY DATES

The section where NOW RADIO lists the important forward dates of interest to radio broadcasters:

- April 28. COMMUNITY RADIO CONFERENCE for prospective new entrants. Merseyside. Details 091 234 0761.
- May 1. Deadline for entries in NATIONAL ASSOCIATION OF BROADCASTERS' Crystal Awards for excellence in local radio achievement.
- May 4. RADIO NOVA INTERNATIONAL (Satellite Link) Officially opened by TIMOTHY RENTON, MP. 8pm.
- May 4. RADIO - A SOUND INVESTMENT. Sponsored by THE RADIO ACADEMY. The Portman Hotel, London, W1.
- May 7. RADIO IN THE '90's. Durham City. Details Mark Jones 091 234 0761.
- May 10 - 13. COMMUNICATIONS '88. Sponsored by INTERNATIONAL TELECOMMUNICATIONS UNION (ITU) and EUROPEAN ECONOMIC COMMUNITY. National Exhibition Centre, Birmingham, England.
- May 11. STARTING YOUR OWN SHOW. Owning and Operating a Broadcasting Station. Session sponsored by AMERICAN WOMEN IN RADIO & TELEVISION, Washington Chapter. National Association of Broadcasters, Washington, D.C.
- May 11. INTERNATIONAL MUSIC & MEDIA CONFERENCE. Montreaux, Switzerland.
- May 14. VOICE OF THE LISTENER. Annual General Meeting.
- May 17. INTERNATIONAL RADIO AND TELEVISION SOCIETY. Broadcaster of the year luncheon. Waldorf-Astoria, New York.
- 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. Westin William Penn, Pittsburgh.
- June 8 - 12. BROADCAST PROMOTION and MARKETING EXECUTIVES 32nd annual seminar. Bonaventure, Los Angeles.
- June 14 - 16. INTERNATIONAL RADIO FESTIVAL OF NEW YORK. Honoring the best in radio programming. Sheraton Centre.
- June 18 - 21. AMERICAN ADVERTISING FEDERATION. annual convention. Century Plaza, Los Angeles.
- June 20 - 24. RADIO ADVERTISING BUREAU. Sales Managers School. Wharton School of University of Pennsylvania, Philadelphia.
- 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. Tickets £10 NOW RADIO subscribers/£15 non-subscribers.
- July 4 - 6. RADIO FESTIVAL '88. Regents College, London. Sponsored by THE RADIO ACADEMY.
- 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.



**WORLD'S APART**  
**Music, News and**  
**The DJ**

*CHRIS RAISTRICK*  
*For NOW RADIO*

Any radio buffs who saw BILL FORSYTH's *COMFORT & JOY* (Channel 4, 4/4/88) about a Glasgow radio DJ who becomes involved in a local ice-cream war between feuding Italian Scots must have had a laugh at BILL PATTERSON's portrayal of the DJ with a social conscience. He walked into the office of the managing director (unless of course it was the Programme Controller, but as he was wearing a white shirt and mid-70's knotted tie, I suspect not) and declared that he's reached a time in his life when he wanted to do something more useful than just play records. He was going to make a documentary! "Can I borrow a tape recorder from the newsroom?" he enquired innocently as the MD rolled his eyes heavenwards. Our hero had been dragged into the whole sordid mess because the McABES who ran an ice cream business had their patch encroached upon and wanted to use him as a mediator. After all, he was a respected figure of society wasn't he, being on the radio and all that. (Don't snigger). And so it came to be that the Glaswegian DJ was suspended from his show because he kept on passing messages from one side to the other via the airwaves. He just wanted to get the rivals to

sit down and talk. (A DJ who encourages communication - now there's a thing).

A totally ludicrous situation, of course. It would never happen in real life - more's the pity. Imagine, if you will, a DJ who uses the radio to rid the world of injustice, gets involved in the real world outside the studio, and ignores all codes of conduct, written or otherwise. It would make flippin' good radio. SIMON BATES does it sometimes of course, though his booming voice belies the fact that he is stepping ever-so-carefully, and local radio phone-in hosts have strong opinions - or pretend to while playing devils advocate - about what's going on in their area. But wouldn't it be good if DJs would grass instead of just grouse. Name names instead of vaguely vouferating. Get involved with the good, the bad and the ugly of the world, as well as the "good" music. After all, in a radio station, of all places, you get to hear the gossip. Which 1st Division Manager has a taste for Cocaine? I could tell you down the tele (but not the micro-) phone. OK, one might degenerate into the realms of tabloidism here, though of course many broadcasters use the popular press as a source of 'information' anyway, but it would be interesting if the no-man's land between new and music was breached. Perhaps the reason why it's not is because the world of pop music and the world of news are at opposing ends of a spectrum which places

everyday life somewhere in between The Odd News item might directly affect your life, say about plans to build a swimming pool at the end of your street, and so might the odd record (though I doubt SINITTA wailing about her baby and "where his big red GTO goes he must go" affected many of us) but the two remain poles apart. When RADIO 1's MIKE SMITH reads the news headlines on the hour to the backdrop of funky bass guitar, then one does perhaps feel a little disconcerted. "What's he doing talking about Northern Ireland? Isn't he supposed to be a DJ?" One might think. This, no doubt, is a legacy of our broadcasting heritage - and after all, how many newsreaders would pass comment on the latest 5 STAR single? Well, probably quite a few, given half the chance. RICHARD SKINNER made the crossover from news team to music very successfully at RADIO 1.

Bringing journalism and music closer together has already worked on TV. THE TUBE dabbled in it, CHANNEL 4's NETWORK 7 did it, and WIRED, the TUBE's successor, is going to try it. With the benefit of visuals, however, it is easier to mix the two entities. PAUL HARDCASTLE's "19" was entertaining, but would hardly have been so thought-provoking as well had it not been accompanied by a video showing the horrors of the Vietnam war. In radio, things aren't so easy. If a DJ does talk about the news he lays himself open to criticisms of bias. We have to assume,

for reasons of practicality if nothing else, that a newsreader is presenting a story, fairly and squarely. Anyway - which DJ wants to taint his ideal world of music and fun with horrible irritations? The presenters on one ILR station treat the COMMUNITY SERVICE VOLUNTEERS attached to the station (sponsored by MSC - most stations have one...) with contempt. I know that for a fact because I was told by the team leader at an interview. When I worked in France the news team and the presenters lived in two separate worlds, each considering his or her own patch to be the most important contribution to the well-being of humanity. In BBC local radio the distinctions are broken down somewhat. But how many presenters treble - up as 'personality' jocks, are reporters and musical experts? A good blend of all 3 is a joy to hear. I assume.

To return to the programme *COMFORT & JOY*, being a comedy turned out fine in the end. The DJs BMW got repaired, the two sides got together, and it ended without hero, having returned to the air, presenting his Christmas Day show while drinking a bottle of whisky, and far away from the real world of radio where presenters get carpeted for attacking Fergie's dress sense, everyone lived happily ever after. The DJ remained just that: He never needed to make that documentary expose in the end. No news is good news - for the DJ anyway.

L O O S E  
E N D S

**MUST GO:** It's not often the NOW RADIO 'phone rings and a Programme Controller says: "I want to get rid of one of my presenters....can we send him to the VOICE OF PEACE?!" Happened last week.....

**MORNING, GIRLS!:** ANDY ARCHER has moved from breakfast to mid-morning airshift on RADIO ORWELL.....

**MERIKE:** NOW RADIO correspondent and broadcaster STEVE MERIKE is currently on a fact-finding visit to Australia. He returns to the United Kingdom in early May and will then be filing a major analysis of the Australian radio industry for NOW RADIO.....

**POWER:** CAROLINE are only producing around 3kW transmitter output on 558kHz - but reception is being reported as very good from a wide area of the country. We've even heard from one person who can hear it clearly in the Channel Isles.....

**RED ROSE:** Expect DAVE LINCOLN (see report in news section) to join RED ROSE as Programme Controller by July.....

**APRS:** The 1988 APRS (Association of Professional Recording Studios) exhibition will be on 22-24 June at Olympia in London. Further details from HAZEL SPIVEY on (0923) 772907.....

**CITY:** With the departure soon from RADIO CITY of DAVE LINCOLN we should assume a vacancy will exist there for a new daytime presenter. Out with those aircheck tapes, JICRAR figures and your up-to-date CV's.....

ESSEX DOES THE  
SPLITS

From this Saturday (April 30), ESSEX RADIO is offering a split-frequency service between 1500 - 1800 hours.

FM will carry ESSEX RADIO's normal GREATEST MEMORIES and LATEST HITS format with BARRY JONES. On AM listeners will be able to hear SPORTS ACTION - a brand-new three hour sports programme presented by the station's head of sport, ROGER BUXTON.

6 NEW CABLE  
FRANCHISES

The CABLE AUTHORITY is inviting applications for six more cable franchises. These are in addition to the 25 areas for which franchises have already been awarded or advertised.

The six new areas are: THAMES ESTUARY NORTH (221,000 homes around Southend, Canvey, Benfleet, Basildon, Stanford le Hope, Brentwood, Billericay, Wickford, Rayleigh and Chelmsford. Deadline for applications 18th July, 1988.) THAMES ESTUARY SOUTH (145,000 homes around Gravesend, Rochester, Chatham, Gillingham, Maidstone and Sittingbourne. Deadline 20th July, 1988.)

NORTH WEST LONDON (280,000 homes in Hammersmith, Fulham, Brent and Barnet. Deadline 25th July, 1988.) AVON (300,000 homes around Bristol, Bath, Portishead, Nailsea, Clevedon, Weston-Super-Mare, Thornbury, Chipping Sodbury, Melksham, Trowbridge, Frome and Warminster. Deadline 27th July, 1988.)

GREATER LONDON EAST (229,000 homes in Redbridge, Barking, Dagenham and Bexley. Deadline 8th August, 1988.)

THAMES VALLEY (215,000 homes around Reading, Wokingham, Bracknell, High Wycombe, Marlow,

Henley, Newbury, Thatcham and Basingstoke. Deadline 10th August, 1988.)

These franchises will bring to a total of 4.4 million the homes covered by cable franchises. This is around 20% of the homes in the country. More areas for cable franchises are likely to be announced by THE CABLE AUTHORITY in the next few months.

JON DAVEY, Director General of THE CABLE AUTHORITY, said: "This is the first time that we have advertised six franchises at the same time. It reflects the acceleration in our franchising programme arising from strengthening interest in the future of cable.

"Already this year we have awarded two new franchises (Kensington and Chelsea, and Andover), have one other (East Lancashire) under consideration and have called for applications for one of the largest cable franchises in Europe (Birmingham and Solihull)."

The number of homes receiving cable television (and radio) on January 1st was 254,508, representing 18.7% of the homes to which cable could be made available.

The Authority is looking for applications which demonstrate the best prospect of exploiting the enormous potential that broadband cable offers, not only for multichannel choice of television and radio but for interactive services and the competitive provision of telecommunications services.

Of the 23 franchises so far awarded, only 11 have switched on, and none of those has completed the construction of the system. Decisions on the franchises now being advertised are likely to be announced by the CABLE AUTHORITY during November and December this year. Details from CABLE AUTHORITY (01) 821 6161.

## NOW RADIO BOAT TRIP

Saturday May 14th, is the date set for the NOW RADIO trip by ship to visit RADIO CAROLINE aboard the m.v. ROSS REVENGE in International Waters.

There are still places aboard our vessel at £25 each from NOW RADIO, Boat Trip, PO Box 45, Kettering, NN16 ONW.

The journey will start at 0800 from Strood Pier, Kent, which is on the mainline BR from London and the trip should take around 12 hours in all.

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COMPLETE & RETURN THIS  
BOOKING FORM TO:  
NOW RADIO, Boat Trip, PO Box  
45, Kettering, Northants,  
NN16 ONW.

NAME:.....

ADDRESS:.....

.....  
.....  
POSTCODE:.....

TELEPHONE:.....

I wish to fully book \_\_\_\_\_  
place(s) on the NOW RADIO  
trip to see RADIO CAROLINE  
on Saturday May 14, 1988.

Please find enclosed £\_\_\_\_\_.

prices: Tickets £25 each.

## MBI TO LAUNCH BUDGET COMMUNITY RADIO DESK

MBI BROADCAST SYSTEMS has made several important announcements relating to its operations and the launch of a brand-new budget priced broadcast mixer designed to appeal to prospective operators of local commercial, community and neighbourhood radio stations.

The Brighton-based group has also launched a new company: MBI CONSULTING AND COMMISSIONING. MBI BROADCAST SYSTEMS specialises in the design, installation and commissioning of radio stations throughout the world. It has just completed studios for NOS/Network 3 in The Netherlands - its fiftieth radio station. Other projects in the past year have included the supply of OB equipment to the VOICE OF KENYA in Nairobi, completion of BBC studios in London, Scotland and the West, the construction of RADIO VEST in Norway, a new on-air studio for CAPITAL RADIO, the IRN feed for ILR stations coast-to-coast, and the supply of studio equipment for a number of local stations in Denmark.

MBI CONSULTING AND COMMISSIONING will, according to managing director MICHAEL FABRICANT: "be exploring areas of operation not currently within the remit of the main group."

He added, "As well as technical expertise, it has long been apparent that we can offer operational advice

to broadcasters. We are shareholders in a number of stations and have a good overview as to what makes a successful radio station. It's mad if we don't apply this knowledge to other stations."

The new broadcast mixer will be launched at APRS in June. It will be known as the Series 16, and have many of the features of its big brother, the Series 24B which is already in wide use in radio stations world-wide.

Detailed spec of the new mixer is being kept under wraps by MBI, but it is known that it will be fully modular, have mono and stereo inputs, all the metering, monitoring, routing systems, muting, and remotes that would be expected of a more expensive mixer. It will also have clean feeds for telephone calls and optional eq on all input modules. The mixer will be fitted with PENNY & GILES faders, though an alternative will be available for still cheaper options.

Until now there has been a common belief that MBI BROADCAST SYSTEMS only produce expensive consoles.

"This just isn't so," said MICHAEL FABRICANT, "The world wide sales of our Series 24 consoles prove this and virtually all the recent British independent radio stations have equipped with MBI. But we recognise that with the introduction of community radio in Britain and with our involvement with neighbourhood radio in Scandinavia, we had to produce a mixer that would have all the versatility, systems, and ergonomics of all MBI mixers, but at relatively low cost."

MBI, 69 Ship Street, Brighton, BN1 1AE. (0273) 24928.

L O O S E  
E N D S

MONSTER: RADIO CAROLINE have a new generator and it's been christened THE WHALE!.....

EASTBOURNE: Copies of the full applications from COAST-FM, SOUTHDOWN RADIO and SOUTHERN SOUND for the ILR franchise for Eastbourne/Hastings are available for scrutiny at the main public libraries in Eastbourne, Hastings, Bexhill and Crowborough. Summaries of the applications are available from the IBA Information Office, 70, Brompton Road, London, SW3 1EY.....

OPENINGS: It is important that we receive all your staff vacancy details for our FREE listings section in NOW RADIO - and that you inform us when a vacancy has been filled so we can delete your advertisement and use the space for another vacancy.....

RESCUE AT SEA!: The rubber boat belonging to the COMMUNICATOR was launched double fast time last week when a visitor, climbing the ladder to get aboard, managed to lose his wellington boots! We don't 'alf get 'em, don't we?!!.....

NEWSLINE: Don't forget the NOW RADIO NEWSLINE is now available on (0898) 654 383 twenty four hours per day with a daily round-up of news, information and industry job vacancies.....

FISHY: Announcing the launch of MBI CONSULTING & COMMISSIONING Ltd, MIKE FABRICANT said: "...we find it more and more possible to act as brokers for the supply of other forms of technical equipment and expertise. We have even organised the supply of Icelandic fishmeal to Africa!!".....

N O W  
R A D I O  
N E W S L I N E

0898 654 383

You can now call the NOW RADIO NEWSLINE anytime - day or night - seven full days per week and hear the latest summary of international radio news. Also regular bulletins of radio industry job vacancies and topical tips.

N O W  
R A D I O  
N E W S L I N E

0898 654 383

Make a note of the number and keep it handy. More news and information than any other service and produced in association with NOW RADIO magazine - ensuring the best possible service at all times.

*30p per min peak  
25p per min standard*

\*\*\*\*

REMEMBER: 70's CAROLINE listeners may be interested to hear that one-time disc jockey NORMAN BARRINGTON is alive and well and knocking on your door! He's become a QUAKER and travels the country giving talks and the like.....next time your door-bell rings.....

## GETTING ON THE AIR

*The eighth 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*

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"Should we not wait for the new radio bill to go through Parliament, before we even begin to plan our station?" That was a question asked recently by one NOW RADIO reader, and one question I wish to deal with this week.

You could certainly 'down tools' and wait for the radio bill to pass through Parliament. You could even wait for the new Radio Authority to be officially established and wait for it to advertise for the first applications for licences before you do anything whatsoever.

But, if you do, you'll discover that everyone else has used the period, probably a year or so, to do a great deal of groundwork. They'll have much more than a simple headstart over you and your organisation. They'll probably also have a few of your prospective staff!

Whilst you don't particularly need to go to vast expense, there are many jobs that can, and should, be done now. We have already outlined a number of these in past issues of NOW RADIO.

One area where you should be devoting considerable time to is that of programme research. With one ILR after another having a real headstart over you, and pressing ahead with their split-frequency plans, you may need to reassess some of your original plans. If you were planning to run golden oldies, and the near-by ILR is about to do that on AM, what will you do now? You could still do an oldies format, but you should look carefully into what the ILR is doing, and where the gaps are that you and your station could fill, and win an audience to sell to your advertisers. It is possible to counter-programme with the same format, but with some slight alterations (known in the business as 'fine-tuning') which could result in (a) stealing all their audience (b) winning some, or (c) both stations failing.

You'll also have to beware of formats that, whilst appeal to you, personally, will not work in your market. A Hot Hits station might work in the near-by city or large town, but not in an area full of retired people. That's where you should investigate something like Easy Listening, or Middle of the Road, or even Beautiful Music. What about Religious Music, or Jazz, or Lush Strings and things...

No. Whatever you may think, or feel, don't waste any of the time available between now and this time next year. Use it for careful planning, and don't leave it until the very last minute.

## VACANCIES

RADIO FORTH has a vacancy for a JOURNALIST [JLR1] to join its busy news department. Applications should be sent to DAVID JOHNSTONE, RADIO FORTH, Forth House, Forth Street, Edinburgh, Scotland, EH1 3LF.....

TFM RADIO is seeking to hire a PRESENTATION MANAGER to lead a highly motivated team of jocks, and to present programmes. Send your cv and aircheck by Monday April 18th to: BRIAN LISTER, Programme Controller, TFM RADIO, Stockton on Tees, TS18 1HB.....

BBC RADIO SOLENT has a vacancy for a NEWS PRODUCER. Based Southampton. Salary up to £15,388 plus £1,066 p.a. allowance. Application form available from Recruitment Services, BBC, Broadcasting House, Whiteladies Road, Bristol, BS8 2LR. Quote Ref: 9091.....

A NEWS PRODUCER is needed at BBC RADIO CLEVELAND in Middlesbrough. Salary £10,881 - £15,388 plus £1,066 p.a. allowance. Contact JOHN WATSON or PETER DODSON at RADIO CLEVELAND on 0642 225211.....

NEWS PRODUCERS are also required by RADIO LANCASHIRE. Salary £10,881 - £15,388 plus £1,066 p.a. allowance. Ref: 9109. Application forms from BBC North West Recruitment, New Broadcasting House, Oxford Road, Manchester, M60 1SJ.....

RADIO CUMBRIA have openings for REPORTERS. There is one permanent staff vacancy at Whitehaven, as well as contract opportunities of up to 6 months duration at Carlisle, Barrow or Whitehaven. Ref: 9112. Application forms from BBC North West Recruitment, New Broadcasting House, Oxford Road, Manchester, M60 1SJ.....

RADIO TAY has an opening for a BREAKFAST PRESENTER. They are also seeking demo tapes from others for

their planned expansion. Send cv and demo tape to: SANDY WILKIE, Station Manager, RADIO TAY, PO Box 123, Dundee, DD1 9UF.....

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.....

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.....

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.....

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.....

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.....

*PLACEMENT OF VACANCIES IN THIS SECTION IS FREE TO SUBSCRIBERS.*

*SEND DETAILS TO: OPENINGS, NOW RADIO, PO BOX 45, KETTERING, NORTHANTS, NN16 0NW.*



## NOW RADIO SALES LIST

We've added a couple of new items to our latest sales list - one is a collection of airchecks of some more great American radio. We reproduce cassettes in real time, so please allow for delivery at times.

To Order, send payment with name and address and item details to: NOW RADIO, PO BOX 45, KETTERING, NN16 0NW.

NRO09 - NEW!!! AMERICAN RADIO AIRCHECKS. A C60 jam-packed full of great radio like Q107, B106 and POWER 105 (WAVA) in Washington, K106 in Baltimore, Ma. and THE MIGHTY 690 from Los Angeles.

Price £3.00

NRO00. SOUTH FLORIDA RADIO. A 90-minute aircheck cassette of some of the most professional and entertaining radio in the world. Many stations and formats are featured in this amazing recording. Very recently produced.

Price £4.00p

NRO01. RADIO CAROLINE. This 90-minute aircheck cassette recording features highlights from the JAY JACKSON and SIMON BARRATT segments of the stations 21st birthday celebrations. You'll also hear JOHNNY LEWIS. The DJs are playing through the DJ's All Time Top 200 tracks. Also included several competitions, JAY JACKSON's Coffee Break and memories of the station back in the sixties, including jingles, commercials and plenty of former CAROLINE DJs.

PRICE £4.00p

NRO02. LASER. On this aircheck cassette recording you'll hear about an hour of LASER test transmissions (729kHz) with BLAKE WILLIAMS, JOHNNY LEWIS, etc. You'll also hear early LASER 558 output with names like

DAVE LEE STONE, JESSIE BRANDON, RICK HARRIS, STEVE MASTERS, etc. This is great radio at its greatest!

PRICE £3.00p

NRO03. KFRC-SAN FRANCISCO. In February 1986 KFRC celebrated 20 years as the market leader and the legend of California hit radio broadcasting by counting down the all-time 610 songs of the past couple of decades. (610 is the station's dial location...610kHz). Back come names of the past, live in the studio and on the phone. Hear some of the greatest radio production ever, and some of the most exciting radio ever. This aircheck tape set features the name DJs, jingles, commercials and the highlights of an entire weekend of quality broadcasting. This is a two cassette set, 2 x 90 minute cassettes.

PRICE £8.00

NRO07. RADIO SOVEREIGN. A C60 featuring airchecks of this popular Solid Gold formatted pirate in Twickenham in 1983. Top DJs, Pro-jingles and commercials, newscasts, etc. Collectors item.

PRICE £3.00p

NR 010: SOUNDS FROM THE SEA (The Great British Pirate Era) A two cassette package 1 x C90 1 x C60. Features airchecks, rare airchecks and interviews. A documentary of offshore radio off the British coast in the 1960's and a must for your collection.

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PRICES INCLUDE POSTAGE AND PACKING. PAYMENT MAY BE MADE BY CHEQUE/POSTAL ORDERS, OR BY TELEPHONE OR POST USING A CURRENT, VALID ACCESS OR VISA CARD ON (0536) 51 44 37.

Price List effective April 18, 1988.

# COUNTY SOUND RADIO

ANNOUNCING A LITTLE PIECE OF UK RADIO HISTORY...

# THE GOLD AM THE PREMIER FM



Mike Powell, Managing Director, County Sound Radio, explains...

County Sound Radio is one of the UK's most successful radio stations. Our listeners have more choice of radio services than anywhere else in the country. Despite that, we are the market leader, reaching more people than any station within our transmission area. By age, our appeal is virtually universal. We have a 42% weekly reach among the 15-24s; 45% among the 25-34s and 41% among the 35-54s. We broadcast to the wealthiest, most up-market part of Britain and a majority of our listeners are ABC1s. We were one of the very

first stations to conduct major research to back our hunch that most of our listeners use FM — and therefore, our new alternative service should be on AM.

As you may have already read in the industry Press, we now intend to be one of the very first stations in the UK to offer a full seven day a week split programme service.

Both stations will continue under the County Sound Radio banner. Our existing winning brand of programming will remain on FM and will be styled The PREMIER FM. Our exciting new all-oddes station will be

styled The GOLD AM.

To stay within current needtime restrictions County Sound GOLD will operate initially from 6am-6pm, seven days a week. It will have its own team of Presenters and its own distinct style.

Despite our universal audience success, there is obviously still a sizeable, wearable group of people aged 35 and over who listen to other services. We think we can win a lot of them over to the County Sound GOLD Service On, and before you ask, YES, GOLD will carry news, travel news and religion. The County Sound commitment to public service

We will be working hard to get the message over to our potential new listeners as well as taking extensive local Press advertising and organising major local promotional events, we are also publishing a 16 page free promotional newspaper that will be delivered to a QUARTER OF A MILLION homes in Surrey and Hampshire.

County Sound Radio is already a very effective and cost-effective medium for advertisers. From 1st June with County Sound GOLD and County Sound PREMIER, our audience penetration of Britain's wealthiest market place is going to be even better.

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County Sound Radio, The Friary, Guildford

1476 AM 06, 41 12

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April 27, 1988

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SONY RADIO AWARDS  
'88

The BBC were the runaway winners at this years SONY RADIO AWARDS held on Monday at London's Grosvenor House Hotel. 21 awards went to the BBC, with RADIO 4 taking no less than 10 of those. ILR took home half-a-dozen awards. The awards went as follows:

BEST DRAMA PRODUCTION: 'News of the World' (BBC WORLD SERVICE)

BEST ACTOR: Edward Petherbridge (BBC RADIO 4)

BEST ACTRESS: Harriet Walter (BBC RADIO 4)

BEST MAGAZINE PROGRAMME: Medicine Now (BBC RADIO 4)

BEST CURRENT AFFAIRS PROGRAMME: Morning Merseyside (BBC RADIO MERSEYSIDE)

RADIO REPORTER OF THE YEAR: Lindsay Taylor (LBC/IRN)

SPORTS BROADCASTER OF THE YEAR: Terrence O'Donohue (BBC RADIO WALES)

BEST DOCUMENTARY/FEATURES PROGRAMME: 'Waiting for Mrs Forbes' (BBC RADIO 4)

BEST USE OF COMEDY: 'Crisp and even brightly' (BBC RADIO 4)

BEST POPULAR MUSIC PROGRAMME: 'The Eric Clapton Story - Behind the Mask' (BBC RADIO 1)

BEST CLASSICAL MUSIC PROGRAMME: Kaleidoscope - Tomtiticketatom (Bolero) (BBC RADIO 4)

BEST SPECIALIST MUSIC PROGRAMME: 'Before the blues' (BBC RADIO 3)

BEST POP MUSIC PROGRAMME: 'Elvis -

10 Years After' (RADIO TRENT)

BEST LOCAL RADIO PROGRAMME: 'Oliver's Story' BBC RADIO LEICESTER

BEST COMMUNITY SERVICE PROGRAMME: 'Roghe Sate' (Good Health) (BBC EXTERNAL SERVICES/PASHTO SERVICE)

BEST CHILDRENS PROGRAMME: 'It's Russell Harris' (BBC RADIO HUMBERSIDE)

LOCAL RADIO PERSONALITY OF THE YEAR: Barbara Sturgeon (BBC RADIO KENT)

BEST OUTSIDE BROADCAST: 'Mainline - The Operation' (BBC RADIO CLEVELAND)

RADIO ACADEMY AWARD FOR THE MOST CREATIVE USE OF RADIO: 'Mauthausen Concentration Camp' (MORAY FIRTH RADIO)

BEST ORIGINAL SCRIPT: 'Village Fete' (BBC RADIO 4)

BEST DRAMATISATION: 'Cheap in August' (BBC RADIO 4)

FOR TECHNICAL EXCELLENCE & ACHIEVEMENT IN BROADCASTING: 'Viva Verdi, Part 1' BBC RADIO 4

OUTSTANDING SERVICE TO THE COMMUNITY BY A LOCAL STATION: Campus Radio on Radio Tay (RADIO TAY)

SMASH HITS LOCAL DJ OF THE YEAR: James Whale (RADIO AIRE)

SMASH HITS NATIONAL DJ OF THE YEAR: Mike Smith (BBC RADIO 1)

RADIO PERSONALITY OF THE YEAR: Alan Freeman (CAPITAL RADIO)

SONY GOLD AWARD FOR OUTSTANDING CONTRIBUTION TO RADIO OVER THE YEARS: Gerard Mansell CBE

SPECIAL AWARD FOR SERVICES TO RADIO: Thena Heshel (BBC RADIO 4)

(More on this subject next week)

## OPENINGS EXTRA

BBC RADIO NEWCASTLE - The Spirit of the North-East - require a daytime AIR PERSONALITY. Have you go what it takes to win today's adult radio listener? If you have the skills needed to anchor a range of programmes from news and current affairs to entertainment and music, then send a CV and recent cassette aircheck (non-returnable) to: TONY FISH, Station Manager, BBC RADIO NEWCASTLE, Newcastle, NE99 1LR.....

## CAPITAL RADIO & MANSFIELD TELEVISION FORM MAC TV

CAPITAL RADIO plc and MANSFIELD TELEVISION HOLDINGS have formed a new company, MAC TV Ltd, to develop opportunities in the field of tv production. CAPITAL have a 50% stake in the new company.

## NAME CHANGE FOR LEEDS PIRATE

HORIZON FM, a Leeds-based unlicensed station, has undergone a name-change and is now identifying as PEOPLES FM.

A spokesman for MCR told NOW RADIO this week that the city's three regular pirate stations are organising a series of joint promotions in the summer.

## LONDON COUNT

The number of regularly heard unlicensed radio stations operating in the London region has not decreased.

Recent count showed some 30 stations broadcasting.

## POP PIRATE OUSTED BY PICCADILLY

SAM BROWN has been ousted by Manchester's PICCADILLY RADIO, where he was an overnight presenter, because he continued to broadcast over an unlicensed station in the Moss Side area.

## ROSE'S RAMBLINGS

Not much space left this week, so a few mumbblings and that's that!

First of all there is some concern over what may happen on CAROLINE now that PETER PHILIPS has departed for the newly revamped (under the expert hands and ears of ROGER DAY) INVICTA RADIO. I can only say that the departure of PETER PHILIPS, even if only shortly after the exit of KEVIN TURNER, should not cause too much concern. The station will continue to use the PHILIPS' format until somebody else is appointed. Whoever that person is, you can bet your bottom dollar (won on LOTTO 6/49) that the management will instruct that person to maintain the figures, or increase them. Not lose them. It should be an interesting time - but perhaps more about that next time.

The BBC last year covered the SONY RADIO AWARDS on RADIO 4 and did an excellent job. It was thus more than disappointing to hear the poor coverage given this year on the GLORIA HUNNIFORD show on RADIO 2. The intrusion of records at vital moments in the awards, and the unnecessary interview with SARAH GREEN were just two points against next years' broadcast being made on this particular network.

A sad point was the number of winners not at the event "due to their commitments in television..." Finally, whoever took SIMON DEE's 20,000 records - please, please return them....

See you next week!

HGRL

## THE TECHNICAL TRILOGY

... 2

NOTES BY NORMAN McLEOD

Last week we looked at the broad principles behind radio regulation. Let's turn now to how standards can be set and maintained in practice.

We'll look at two quite different approaches: the 'proactive' principle, and the 'reactive' system.

### PROACTIVE PRINCIPLE

This way of working specifies in great detail every possible aspect of the station's performance, and sends out an official or two, armed with a spec. sheet and a Range Rover full of test equipment, to make sure that everything complies with the specification before it's allowed on the air.

This is the approach favoured by the IBA, since it creates well-paid jobs for their engineers to do. It has the advantage that poor quality is ruthlessly removed from the system from the word go, so that - for example - no-one in the ILR system would shock the world by putting out stereo crosstalk less than 45dB down at mid-band, for fear of arousing the wrath of their masters.

*So it leads to a lot of fuss about things which no-one outside the IBA cares tuppence about.*

It also costs the earth.

It also runs contrary to the whole ethos of a 'light touch', which the Government is keen on applying to the Radio Authority's affairs.

The alternative approach is called the 'reactive' principle, and it will be quite a novel experience for our technical regulators.

### THE REACTIVE PRINCIPLE

This works in quite the opposite way. Specifications may be issued, but they are in effect only guidelines, and absolutely nothing is done about anyone's conduct unless and until someone complains about it.

This approach is cheap, easy-going and flexible. But if it becomes too lax and *laissez faire*, there's a risk that officials could be involved in as much work solving problems *reactively* as they would have been preventing them *proactively*. And the fact that a problem has occurred means that someone, somewhere, has been upset.

No-one wants to be associated with *aggro*: neither the Authority, nor the stations, to be sure.

The best answer may be neither wholly *proactive*, nor wholly *reactive*, but exploits the most useful aspects of each approach. A wise attitude would take into account the power, and therefore the interference risks, of the station's transmitter.

It is more important that the high-power transmitters be carefully supervised, because their interference potential is greater. So a more *proactive* approach is taken with high-power transmitters, and the lower the power, the less fuss is made, until stations like student or hospital outfits enjoy a wholly *reactive* technical regime.

Enforceable specifications should cover only the vital 'safety' parameters: *POWER*, *FREQUENCY*, *BANDWIDTH* and *PURITY*. Everything else should be for guidance only, but no less specific, and capable of test and demonstration.

--- MORE NEXT WEEK ---

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## SITUATIONS VACANT

Professional Radio DJs required for new international commercial radio station. Experience a must. Send c.v., aircheck tape and details of availability to: Radio Vacancy, c/o Now Radio, PO Box 45, Kettering, NN16 0NW. No 'phone calls, please. This is an independent advertisement.

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