

Now **Radio**

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

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**.. Peter
MacFarlane**

THE MAGAZINE FOR TODAY'S
RADIO INDUSTRY

NOW RADIO

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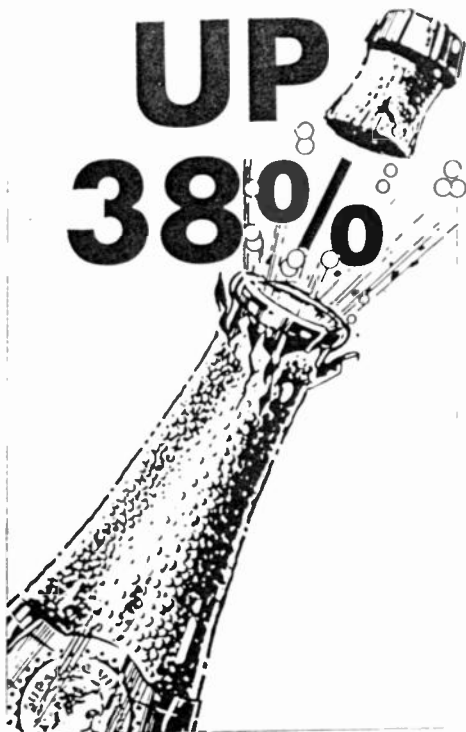
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getting results - and now we have a
MASSIVE 38% INCREASE
in listening hours!

We've got it right!

INVICTA
R.A.D.I.O.

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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-ages 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, winnable 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. Oh, and before you ask, yes, GOLD will carry news, travel news and retain 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.

County Sound PLC · Professional · Stylish · Successful · Growing

*ICRAR 1987

County Sound Radio, The Friary, Guildford

*47AM 96.4FM

3

Could you be the driving force
behind the launch of a CR station?

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will shortly be appointing a

RESEARCH AND DEVELOPMENT WORKER
(Full-time) Salary £10,569 PA(SO1)

If you have the ability to take our station
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St. Anthony of Padua Community Association
Welbeck Road
Walker
Newcastle Upon Tyne
NE6 3BT

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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).

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PO BOX 45, KETTERING

No radio jock should be without a copy

Now Radio

THE Magazine for
Today's Radio
Industry

NOW RADIO IS REGISTERED AS A NEWSPAPER AT THE
POST OFFICE

EDITORIAL: (0536) 514437
BROADCASTING: (0536) 410723
ADVERTISING: (0484) 460088
NEWSLINE: (0898) 654383

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EDITORIAL COMMENT

Entertainment. That's radio. So where are the Big Stars? Where are the Big Programmes? And, where are the Big Events?

Every time we hear a station billing itself as offering "less talk, more music" we are hearing a station placing the air personalities in the rubbish can. Gradually, newcomers to this industry, are turning out to be clones of who they hear on the air - and in so many cases the incredible lack of personality and individuality is immediately obvious.

Whatever a station claims is its format, service to the community (in the many, many ways possible) should be of prime importance. Air personalities should be on the ball with the local football team, with local schools, with the carnival, and it must create and develop a news service which is much more than a 'rip and read' from IRN, or any prospective newcomer agency after deregulation. Community service does not mean endless 'what's on' listings, or long, boring discussions about ultra-minority interest subjects. It's about things which concern Mr and Mrs Joe Public in their every day life and living, and their work.

Radio does equal entertainment. Unless, in most cases, you entertain (and that DOES take talent) you'll not be able to earn any Housepoints whatsoever. Involvement and interest in the community can, and should be, fun. And, dare I suggest, profitable?!

BLACKBURN QUILTS BBC RADIO LONDON

TONY BLACKBURN has announced that he is to quit BBC RADIO LONDON where he has been presenting the station's most popular programme, a morning soul music show, from 0900 - noon.

BLACKBURN says he will move to CAPITAL RADIO, the London commercial station.

However CAPITAL were refusing to confirm, or deny, the claim at press time.

TONY BLACKBURN's contract with BBC RADIO LONDON is due to expire mid-summer and he decided he didn't want to renew.

"Our parting will be an amicable one," said a spokesman at the BBC in London.

BLACKBURN also hosts shows for SKY channel and RADIO NOVA INTERNATIONAL.

SPANISH GOVERNMENT ACTS ON PIRATE RADIO OPERATIONS

The Spanish Government ratified the Strasbourg Convention on Offshore Broadcasting on March 5th.

The move means that Spain has agreed that broadcasting from ships, structures and aircraft on the high seas is illegal.

The next step will be for the Government of Spain to draw up domestic legislation to outlaw its nationals from working for, supplying or advertising on offshore radio (or television) stations.

European offshore stations have, since the UK and Dutch laws on the subject were passed, claimed they have been supplied from Spain. However this has not always been the case. In London the Dti appear 'happy' with the move.

NEW FORMAT FOR WORLD AT ONE

RADIO 4 is giving THE WORLD AT ONE a brand-new format from the autumn, when JAMES NAUGHTIE takes over as prime presenter.

NAUGHTIE will host the programme Monday through Thursday.

Whilst the programme will remain at the same time, 1300 - 1340, it will be given a brief to reflect the wider changes following the merging of the BBC's radio news and current affairs units. NAUGHTIE will be covering major events.

WYVERN SACK TOP NEWSMAN

RADIO WYVERN has sacked NIGEL EDWARDS, News Editor, over a row with WEST MERCIA CONSTABULARY.

EDWARDS accused the police of being too slow in releasing information to the media.

He blamed the police for keeping secret information about an assault by a driver on a young slaughterhouse employee two days before the murder of newspaper delivery boy STUART GOUGH.

EDWARDS claims that if the incident had been publicized, another newspaper delivery boy who was harassed on the night before might have reported the matter to police. He says that the people in the area, Hagley, would have been alerted and the tragic events of the following day (Sunday) might never have happened.

NIGEL EDWARDS claims he is not alone in his thinking, and went on to accuse the

police of withholding information for up to 48-hours, or not releasing it at all.

He wrote a letter of complaint to Deputy Chief Constable BARRY FLORINTINE.

The response was to ask EDWARDS if his was one formally accusing the officers of criminal negligence. A Senior Officer then visited EDWARDS who agreed to make an official complaint.

A local newspaper then carried the story and brought the whole matter to the attention of RADIO WYVERN's managing director, NORMAN BILTON.

EDWARDS was accused of bringing about irreparable damage to RADIO WYVERN's relationship with the police force and was dismissed without compensation.

He had been heading the station's news operation for the last year.

MERCIA INCREASES LOCAL NEWS

MERCIA SOUND yesterday increased its local news coverage by adding bulletins at 2200, 2300 and midnight.

Until now the Coventry commercial station had taken IRN on the hour throughout the day, tailing each with local news bulletins only between 0600 - 1900 hours.

"Now our late night coverage will fall in line with the daytime output. The NIGHT EXPRESS programme attracts as big an audience as our mid-afternoon show," said COLIN PALMER, head of news, "so it is a logical development of our news operation to extend the service in this way." The changes are part of the station's new summer schedules.

COMPLAINTS OVER PLACEMENT OF NEWSLINK COMMERCIALS

The IBA has received complaints from the public over the placement of commercials sold in the NEWSLINK package by INDEPENDENT RADIO SALES.

NEWSLINK commercials are placed within news bulletins at prime time across the ILR system.

One listener questioned whether the presentation broke rules on sponsorship, whilst another asked the IBA whether combining news and commercials with no natural break by an announcement or jingle also breached current legislation and rules for commercial radio.

The IBA told both listeners that the subject had been very carefully discussed and, according to the Authority, broke no rules. NEWSLINK was launched by IRS last October and still has only one client, ABBEY NATIONAL.

Two expensive launch parties and numerous promotions for the NEWSLINK package have so far been arranged, leading some to claim that IRS has spent more on such promotions than it has so far received in revenue from the sole client.

NEW MERSEYSIDE STATION

Merseyside has a new unlicensed radio station, PHEONIX AM. The station, which transmits on 1296kHz medium wave, launched at the weekend and is thought to involve former STORETON C.R. staff.

ENGLISH SERVICE DROPPED IN HONG KONG

COMMERCIAL RADIO HONG KONG has dropped all its English-language programming and is now broadcasting a full Cantonese language service. A spokesman explained that the move was based on commercial considerations.

OYSTON BOLSTERING COMMERCIAL RADIO SHARES?

There is speculation that, following his takeover of RED ROSE RADIO earlier this year, OWEN OYSTON could be responsible for the boom in share trading of ILR companies.

RADIO CITY (SOUND OF MERSEYSIDE) has seen the value of its shares jump by fifty percent and OYSTON is thought to be building a stake in that company.

Shares in other quoted commercial radio companies, RADIO CLYDE (Glasgow), CAPITAL RADIO (London) and PICCADILLY RADIO (Manchester) have all reached a high.

RED ROSE RADIO will be floated later this year on the stock market. An increase in the value of other companies already quoted would also boost the value to be given to RED ROSE, which owns stations in Preston, Leeds and Cardiff.

STEVE MERIKE

STEVE MERIKE, a NOW RADIO senior correspondent and broadcaster, returns later this week from a trip to Australia and will be filing a major report on sound broadcasting in that country.

CHANGES AT LOUGHBOROUGH CAMPUS RADIO

LCR, the campus radio station, is making a number of changes.

On the Nightshift (weekdays 2200 - 0100) the only unchanged part of the schedule will be long standing Monday night presenter BRUCE WILLIAMSON who remains on the Monday night show.

MARCUS HENRY moves to Tuesday, HOWARD GREGG moves to Friday and Station Manager IAN EVENS will host the Wednesday night programme.

SIMON BYRON will take on the prestigious Saturday lunchtime show, "a natural progression from his old Friday night jazz show," says IAN EVANS.

Another much-applauded rescheduling decision on the station is the swapping of DICKIE HEATH's Tuesday night Jazz show with DAVE SMITH's Thursday Soul Night Out which airs 2100 - 2200.

There are also moves to have Station Manager IAN EVANS hosting the breakfast airshift during the summer term season of broadcasts.

NEON RETURNS

NEON RADIO has resumed broadcasting in Glasgow.

The station says it intends to provide a regular, all-weekend, service.

The unlicensed station resumed broadcasting last weekend.

It broadcasts on 103.9 MHz FM.

advertisement POSITION WANTED

PROFESSIONAL BROADCASTER SEEKS POSITION IN ILR/BBC RADIO ASAP. FULL EXPERIENCE IN INTERNATIONAL RADIO, ILR, ETC AND IN NEWS READING, COLLATION, SCRIPT WRITING, COMMERCIAL PRODUCTION, ETC. FULL CV AND DEMO AND FIRST-CLASS REFERENCES AVAILABLE. APPLY: P MURPHY, BFBS, BFPO 52, GIBRALTAR.

PROMOTION FOR RED ROSE REPORTER

KRSIA KAYE is the new News Editor of RED ROSE RADIO, the ILR contractor for Preston/Blackpool.

Her appointment follows the resignation and subsequent move to BBC RADIO WM in the West Midlands, by FRASER SHEPHARD.

KAYE started her journalistic career with the LANCASHIRE EVENING POST newspaper. She has been a reporter at RED ROSE RADIO for the last three years.

In other promotions in the newsroom at RED ROSE, reporters JULIE HUNT and RALPH BLUNSON are both now working with the title Assistant News Editor.

NOW RADIO NEWSLINE

0898 - 654 383

The 24-hour information source for today's radio industry.

PROMOTION AT BUSH HOUSE

PETER UDELL has been appointed as the new Controller, Overseas Services, BBC External Services. He is currently Controller, European Services. He will take on the new post at the end of July when the current holder, MARK DODD, retires.

CORRESPONDENTS NAMED

The BBC has just appointed new correspondents for North Africa, Indonesia and Zambia. 32 year old DAVID BAMFORD is to be based in Tunisia and will cover North Africa. Until recently he's been a chief sub editor in the Bush House newsroom. A previous foreign assignment for him was in Turkey two years ago. The Zambia posting will be held by ROGER HEARING, 27, who moves from being a sub editor in the Bush House newsroom.

26 year old JULIET RIX is going to Indonesia. She recently moved to External Services from BBC TV.

RIX was born in Malaysia and spent some time in Asia during the past 3 years. She spent a spell, also, in Sri Lanka, reporting for both the BBC WORLD SERVICE and a national newspaper.

EXTRA CASH BENEFITS RADIO 4

The announcement that the BBC is increasing expenditure on news and current affairs by £61.8 million over the next five years will benefit the major

news and current affairs programmes carried by RADIO 4.

More than 30 hours of new editorial programming is planned for the service, with additional cash being made available to the TODAY programme to permit it to "move about the country" and get outside of London more regularly than at present.

THE WORLD TONIGHT and THE WORLD THIS WEEKEND will be encouraged to go abroad more and more and THE WORLD AT ONE is, in effect, being faced with a relaunch. It is to be given additional political coverage.

More prominence will be given to material filed by both overseas and domestic correspondents.

The Corporation is also working on developing stronger ties with international and U.S. news agencies for international news coverage in an attempt to cut some costs.

NEW FINANCE BEHIND UNITED STATES OFFSHORE STATION

RADIO NEWYORK INTERNATIONAL could be broadcasting again from international waters off the U.S. coast within a couple of months now that final arrangements have been made relating to refinancing the project which was halted when it was arrested by the US Coastguard, on FCC instructions, last year. Courts ruled the action unlawful and the station plans a 24 hours service on AM, FM, Long wave and shortwave from the MV SARAH.

CAROLINE ORGANISATION LAUNCHES NEW SHORTWAVE SERVICE

WORLD MISSION RADIO commenced transmissions in Europe on 6215kHz in the shortwave on Sunday, May 1st.

The California-based organisation has leased 24-hours per day airtime on the shortwave transmitter aboard the CAROLINE radioship ROSS REVENGE.

WORLD MISSION RADIO pays the CAROLINE organisation for the airtime and then, in effect, resells it to evangelical and religious broadcasters. First signed up to air is JOHAAN MAASBACH, the Dutch evangelist.

A clause in the contract means that only WMR programming can be broadcast on the transmitter. Meanwhile, WORLD MISSION RADIO are seeking further outlets for their service. In particular they have an interest in reaching Asia.

START OF NEW DUTCH STATION DELAYED

CAROLINE 558 was broadcasting normally on Sunday morning, despite strong indications that it could have been forced to cease transmissions by a new Dutch-language radio service.

The new Dutch-language station, which replaces RADIO MONIQUE, had planned a May 1st start-up date and a full team of deejays were aboard the radioship ready for the launch.

Problems have been experienced with the new antenna mast for the Dutch station, and although new guys and stays were on order, the Dutch were asking that they be given the use of the present CAROLINE 558 transmitter and aerial system. This would have silenced CAROLINE until Chief

Engineer CHICAGO had received the new parts and conducted required tests on the new system. As the Dutch plan also called for their station to broadcast on 819kHz, it would have freed 558 kHz yet again, and possibly could have lead to that frequency being moved upon by another station.

The new station is not connected with RADIO MONIQUE. Test transmission tapes are aboard the radio ship and identify the station as RADIO 819, though it is not known whether this will actually be the stations final and official ID. All MONIQUE commercials, jingles and promotions - and printed and written material has either been stowed away, thrown overboard, or returned to the continent.

The station will be managed by Programme Director, AD ROBERTS. He was with RADIO MONIQUE.

The station is talking of plans for a satellite link system for programming, and some parts for a satellite receiving system were taken aboard the radioship recently.

To assist the operations of all stations operating, or planned, from the ROSS REVENGE, a new 500kW generator has been brought on-line. It has been given the name 'The Whale'.

SHORT STAFFED

The departure of CAROLINE 558 deejays JAMES DAY, RICHARD LEE, PAUL GRAHAM and CHRIS KENNEDY from the station last week left it so short staffed that members of the RADIO 819 team have been presenting programmes on CAROLINE.

MOVING

STEVE CONWAY, who is one of the present small CAROLINE 558 line-up, is reported to be planning a move on from the offshore operation.

RADIO NOVA OFF AND RUNNING

Chris Cary's latest venture in the sound broadcasting world, RADIO NOVA INTERNATIONAL, has commenced regular broadcasting.

From hi-tech studios in Camberley, Surrey, the satellite-delivered service is transmitting twenty four hours a day.

RADIO NOVA INTERNATIONAL is available for cable systems and radio stations to re-broadcast without charge.

The first advertising client for the station to be signed up is record company TELEDISC. The station is represented in London by INDEPENDENT RADIO SALES.

CARY is quoted as saying he believes the station could earn £20,000 a week from advertising. That's about 10% of the cost of satellite facilities for the service.

The approach that RADIO NOVA INTERNATIONAL is taking with advertisers and agencies is "spend a thousand with us...we are so cheap..."

The station is being officially opened tonight, Wednesday, at 4pm by the Minister of State at the Home Office with responsibility for broadcasting, TIMOTHY RENTON, MP.

The station has, on cable alone, a potential audience of 30 million. At press time RADIO NOVA was being distributed on cablenets in Windsor, Coventry, Aberdeen, Croydon and in Bergen, Norway.

ROBB EDEN of RADIO NOVA said by the end of the month they thought it possible to be on around 20 nets and serving a

potential 2.5 million listeners.

The station went on the air at 2.50 p.m. on Friday when BT switched the station on line to the satellite and, according to EDEN, "The 'phones have not stopped since!"

The RADIO NOVA schedule reads:

weekdays

0700 SIMON GUETTIER, 1000 PAUL BURNETT, 1300 MIKE READ, 1600 GREG EDWARDS, 1900 PAUL PHEAR, 2200 TIM KELLY, 0200 AUTOMATED.

Tuesday as above, except: 1300 - 1600 LIAM QUIGLEY and 1800 - 2100 TONY BLACKBURN

Wednesday as above, except: 1300 - 1600 PAT SHARP and 1900 - 2200 HOWARD PEARCE.

Thursday as above, except: 1300 - 1600 DAVID HAMILTON and 1900 - 2200 LIAM QUIGLEY.

Friday

0700 PAUL BURNETT, 1000 CHRIS CARY, 1300 GREG EDWARDS, 1600 SCOTT SHANNON (American survey), 1900 MARK WALKER.

Saturday

0700 LIAM QUIGLEY, 0900 SOUNDCHECK, 1000 RICK DEES (Top 40), 1400 MARK WESLEY, 1800 RAY COKES.

Sunday

0700 MARK WESLEY, 1000 TIMMY MALLETT, 1300 TONY BLACKBURN (European Top 40), 1700 SWITCH, 1800 DAVE EASTWOOD and 2200 LIAM QUIGLEY.

20 STATIONS SIGN FOR NATWEST SHOW

20 ILR stations have signed up for the NATWEST sponsored rock concert series.

Only OCEAN SOUND and RADIO AIRE, of the 22 stations offered the shows, have yet to agree to take it, £100,000 spot commercial finance is to be shared between the stations broadcasting the series.

COMMUNICATIONS

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

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

SPLIT-FREQUENCY

*Melbourn
Royston
Herts*

Dear Howard,

I would like to comment on a matter that has angered me, and doubtlessly most prospective new entrants, and that is the current situation regarding split-frequency operations of our ILR stations.

I may be wrong but I have always believed that the charter under which ILR was set up stated they should provide a diverse service catering for as wide an audience as possible. However it appears that in their eagerness to try and destroy any competition before it arrives our friendly 'local' stations appear to have conveniently forgotten this.

When DOUGLAS HURD announced the plans for the third tier radio services he stated that owners of the new licences would be made to adhere closely to the terms of the licence or have it taken away. But here we have ILR, ahead of deregulation, flouting the rules and targeting certain sections of their audience - a case, I would suggest, for the average listener to take up with ILR's regulatory body, The IBA.

Yours sincerely,

*MIKE GOULDTHORP
MIDSUMMER RADIO*

RUBISHING RAISTRICK

*Natson
Gloucester*

Dear Howard,

CHRIS RAISTRICK (NOW RADIO #51) talks absolute rubbish when he calls for MORE blathering from radio presenters. Has he ever listened to those ILR stations on which you hear the incessant and irrelevant waffling from the presenters. Where their egos are matched by a desire to send the listeners reaching for the 'off' button...

JOHNNY LEWIS (Communications, NOW RADIO #53) is absolutely correct, the article was interesting, but not only was CHRIS RAISTRICK dated in his views, but he, as JOHNNY stated, would push radio back to the dark days pre Big L, Caroline, etc.

LASER 558 was loved by millions, me included. At the time I was working in Essex, and it was so popular that ESSEX RADIO appeared to try just about every trick in the book to get LASER closed. Wherever you went in Essex, you could hear LASER coming out of the radio. Yes, LASER couldn't organise a p***-up in a brewery, but the on-air sound was great - very sharp and professional. CHARLIE WOLF and co. were excellent communicators. I feel very sorry for Chris if he wants to listen to presenters prattling on about what they've been doing that day.

Had Chris been in charge of British radio in the past twenty years we'd still have Music While You Work, Mrs Dales Diary, etc.. Luckily we have people like JOHNNY LEWIS, whose show on RADIO WYVERN is proof he has helped improve standards in radio.

STUART RUSSELL

IF YOU HAVE SOMETHING TO SAY ABOUT ANY SECTOR OF TODAY'S RADIO INDUSTRY... USE OUR COMMUNICATIONS PAGE!

GETTING ON THE AIR

The 9th in a series of ongoing articles looking at issues involved in preparing for applications for licences for local commercial and community radio services under the new Radio Authority

The operator of a Leeds unlicensed radio station said the other day that if and when licences were issued by the new Radio Authority, the cost of a permit would be around £25,000 per year. You can be sure that I explained that this figure was not much more than pie-on-the-sky and nobody yet knows how much a community, or local commercial station will have to pay to the Radio Authority. It certainly will not be £25,000 for a local community station, I am sure of that.

++

The PRESS ASSOCIATION has realised that the new entrant market is well worth investigating. At present a number of prospective commercial and community stations are thinking that IRN will be the only provider available for national and world-wide news.

The PRESS ASSOCIATION currently offers two services suitable in varying degrees for local stations looking for an alternative to IRN. They are NEWSFILE and NEWSWIRE. The 1988 subscription charge for NEWSFILE is £12,036 per annum including 30-hours usage per month. Any additional usage would be charged at £1 per connect minute. The service can be accessed using either a personal computer or a dedicated viewdata terminal but this is not included in the subscription charge.

The 1988 subscription for NEWSWIRE

is £9,264 including teleprinter rental, maintenance, paper and ribbons but excludes BT line costs.

Of course it is also possible that PA will be looking at a dedicated service of 'rip and read' news for the new entrants. Worth having a few words with them. You'll find the details on our Useful Address page of this issue.

++

Of course, by the time licences are handed out by the RADIO AUTHORITY, there are likely to be still further contenders. INDEPENDENT RADIO NEWS may be going to great lengths to market itself in a good light amongst the prospective broadcasters of tomorrow, and the PRESS ASSOCIATION may also be highly qualified in so many ways, but there will be stations looking for something established specifically for the new breed. It will happen, and no-one should imagine that 'too-many' news services might be established. In the USA there are a range of news services available, with some companies offering news especially designed to fit with various main formats.

++

The news that MBI is launching a new broadcast mixing desk at the APRS in June comes as good news. The new desk will be priced to fit the budget of all small-scale community, neighbourhood and local commercial stations. For a while there might have been fears that MBI would not be able to meet the lower-cost demands of small scale radio. What is pleasing about the news from MBI, reported last week in NOW RADIO, is that the company and its staff are so well respected throughout the industry and have a real understanding, and operational knowledge of our industry.

I can see stations now being interested in asking MBI for complete Turn-key packages and being given quotes that fit nicely into the budgets which will be available. Nice one, MBI!

DIARY DATES

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

- 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.
- June 22-24. APRS Exhibition. London's Olympia. Further details from HAZEL SPIVEY (0923) 772907.
- 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.
- November 16. RADIO JOURNALISM. Sponsored by THE RADIO ACADEMY. Portman Hotel, London, W1.
- Jan 28 - Feb 1, 1989. NATIONAL RELIGIOUS BROADCASTERS. 44th annual convention. Sheraton, Washington, D.C. and Omni Shoreham Hotel, Washington.

Please send details of events to: DIARY DATES, NOW RADIO, PO Box 45, Kettering, Northants, NN16 0NW.

USEFUL ADDRESS GUIDE

A listing of important addresses and 'phone numbers for broadcasters. Please inform us if you feel some information could be added to this listing in the future.

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
7SJ.
(01) 582 7972

ASSOCIATION FOR BROADCASTING
DEVELOPMENT.
79 Caring Croft, New Ash Green,
Dartford, Kent, DA3 8PY.
(01) 679 8889

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
Just dial and listen for the latest
radio industry news and information.

R O S E ' S
R A M B L I N G S

So, ILR *only* won 6 of this year's SONY RADIO AWARDS....Big Deal! The elitists have been having a field day condemning commercial radio, but few have taken time out to think why it is that these stations won so few awards. Does it even matter? I mean, is not BBC RADIO 2 more upset, as it broadcast the proceedings, whilst failed to even get nominated for any of the awards?! You might even like to consider the odds...the BBC has four national services, plus its 'regional' services such as Radio Scotland, Wales, Ulster, etc and 30-odd local radio stations. ILR has a mere 40-odd stations, and there is no brief to produce much in the way of drama, comedy, classical music programmes...although of course some do - and the awards that were made were obviously well deserved. I can only wonder what the picture will be once legislation has allowed for the creation of several hundred new community, neighbourhood and local commercial stations. The scope for winning awards will then exist for these new entrants, though one can only hope that the habit of specially producing programmes and features aimed solely at winning a SONY RADIO AWARD will end. For some producers, it is their sole creative piece of work in the whole year. Hardly productive.

I hope that this week you will find that your personal copy of NOW RADIO arrives on your desk Thursday morning. Let me try to explain what has been going wrong for the past few weeks - and causing us great anger, and concern. First of all, we registered with the Post Office as a newspaper, as we are now a weekly news journal. At the same time we were told by the Post Office that we should save money by franking at 13p (UK, this is...) instead of 18p, but we would receive first-class treatment. I am sure you know the rest. Well, we've spent so many hours in meetings and on the phone with the Post Office, that by last week, and despite great assurances that "This time we will get it right..." the Post Office failed us, and (more importantly) failed you, the reader. You'll see that this week we have reverted to franking at 18p for the UK. The Post Office did claim that "You frank at 13p and we will guarantee it goes through first-class..." but we cannot trust them until we do a trial some time this week with a batch of magazines which are not urgently expected by subscribers. The failure has been beyond our control. If you want to have a moan, do call Northampton Head Post Office and express your feelings to them. We'll give you their number, if you call our office.

Next week, space permitting, we hope to take a look at an attempt to launch an offshore radio station in the early '80's. Some documents have been lying around, waiting to be used!!!

RADIO CITY CHARITY WEEKEND

Liverpool commercial station RADIO CITY ran its GIVE A CHILD A CHANCE money raising event this last weekend, and at press time has increased, by more than £15,000 the amount it had raised in the same period last year. The total is standing (Tuesday afternoon) at more than £55,000.

Listeners were asked to pledge money for dedications, the station held auctions and what it describes as The Biggest Car Boot Sale.

A Page 3 girl, along with The Hit Man and PETE WATERMAN, toured pubs which had raised money and made pledges for the campaign.

UNITED STATES WARNED NOT TO LAUNCH OFFSHORE RADIO PROPAGANDA STATION

A commentator on the National television channel in Panama warned, in an April 22 broadcast, the United States not to operate a clandestine radio station in international waters off of Panama.

The broadcast claimed that the "United States" was preparing an offshore station which could jam the transmissions of RADIO NATIONAL and promote an uprising in that country. No concrete proof was produced.

A similar claim was made by Libya in recent times, though no such station ever went on the air.

L O O S E E N D S

CAMBRIDGE: Tomorrow (Thursday) is the deadline for applications for the IBA's ILR franchise for Cambridge/Newmarket. IBA expect around 4 applications for this FM only operation. More next week.....but why not attend a public meeting with the IBA and applicant groups on Thursday May 9th at The Guild Hall in Cambridge. Starts 7.30pm. Free admission.....

OXFORD: PETER BALDWIN at the IBA says they are "hopeful" of hearing some "positive news" on the advertising of the Oxford/Banbury ILR franchise shortly.....

A most impressive brochure has arrived from SOUND BROADCAST SERVICES. If you are planning a new entrant station, grab yourself a copy today. Call (01) 281 1367.....

Shropshire's SUNSHINE RADIO was on the air over this past weekend, as was another station, around Worcester, called WR.....

HITS-FM, a London oldies station, heard with a very clean signal this last weekend. Must have read NORMAN McLEOD's article a few weeks back (where we repeated it from issue #34).....

With Spain about to introduce legislation to outlaw offshore radio, one can imagine CAROLINE trembling in her little white cotton socks!.....

IMPORTANT

Your *SUBSCRIBER NUMBER* is very important when calling with queries or renewing subscriptions. This is the first four (or five) numbers that top the address label of the envelope in which you receive *NOW RADIO*. The last *NRSS* figure shows with which issue your current subscription expires.

FIRST PHASE OF RDS INSTALLATIONS COMPLETED FOR ILR

The IBA has completed the first phase of the RADIO DATA SYSTEM (RDS) installations at 27 ILR FM transmitter sites.

RDS is a new system, being introduced across Europe, which has been designed to make it easier to identify and tune to radio services on FM. Special receivers take advantage of digital information broadcast alongside normal VHF/FM stereo radio programmes. Conventional receivers are unaffected by the presence of additional signals.

The IBA says the RDS arrangement will be of particular benefit to drivers listening whilst motoring. It will help ILR stations in providing a comprehensive service both to those listeners driving around their own locality and to those passing through a station's service area, by making it possible to continue listening safely while on the move without the need for regular manual re-tuning. Digital codes broadcast inaudibly along with the programmes are used to indicate, on an appropriate display, the name of the service and the frequency on which they are broadcasting. They also allow car radios to select automatically the strongest signal available at any particular time from transmitters carrying the same service. For ILR, say the IBA, this will be particularly useful within those programme company

areas covered by more than one FM transmitter, and at times when neighbouring areas are carrying the same programme service.

RDS receivers can also automatically identify services which carry travel announcements, and can switch on or over to those announcements as they are transmitted.

RDS receivers can also show the time and date, automatically taking variations between winter and summer time. In future, hope the engineers, the signal will be developed to carry additional features, including details about the programme, or music, being broadcast.

It is expected, that whilst the initial RDS receivers will be made for in-car use, future developments will include models for domestic fixed or portable use.

The ILR stations now carrying RDS are:

OCEAN SOUND WEST (103.2),
CAPITAL RADIO (95.8), INVICTA
RADIO (103.1, 102.8, 96.1,
97.0, 95.9), CHILTERN RADIO
(97.6), ESSEX RADIO (96.3,
102.6), LBC (97.3), RADIO
MERCURY (102.7, 97.5),
SOUTHERN SOUND (103.5, 97.5),
PICCADILLY RADIO (103.0),
RADIO TRENT (96.2, 102.8,
103.2), BRMB RADIO (96.4),
RED ROSE RADIO (97.4), RADIO
AIRE (96.3), METRO RADIO
(97.1), TFM (96.6), RED
DRAGON RADIO (103.2, 97.4)
and RADIO CLYDE (102.5).

It is somewhat interesting to note, according to IBA information, that TFM is being identified on RDS under its old name, RADIO TEES...

L O O S E
E N D S

HOME AGAIN: TOM ANDERSON is back home in London again after a fair old stint on commercial radio in the Riviera. Has been discovered working for SOUND BROADCAST SERVICES in the capital.....

KISS: Engineering work has been carried out on the Monaghan based KISS-FM and has resulted in an even better signal from the station that's winning more and more listeners throughout Northern Ireland. KISS-FM is one of the world's most powerful FM stations, putting out no less than 500kW e.r.p. On medium wave (1008kHz) they run 5kW. And for those who like details the AM tower is 200 ft high and the FM tower is 180 ft high on a hill no less than 800 ft high. Processing is by OPTIMOD on AM and INNOVONICS on FM. Station Manager is TOM HARDY, former head of music at CHILTERN.....

KENT: Many, many calls in the last week or so from NOW RADIO readers in Kent (and beyond) making very favourable comments about PETER PHILIPS at his new home on the 2200 - 0200 airshift at INVICTA RADIO. You can also hear him Sunday lunchtimes between 1200 - 1500.....

ON AGAIN: One, if not the better (technically) unlicensed stations in London is back on the air

after the massive Dtl raids a number of weeks back. The station is TKO.....

CRASH: There was confusion at OCEAN SOUND the other day when their SELECTA Music computer crashed...imagine for yourself, human actually having to decide which records to play, and in what order.....

PLANS: There appear to be plans to expand Irish private station TRIPPLE T FM into being a coast-to-coast operation in The Republic.....

ADDRESS: WORLD MISSION RADIO's address is WMR, Box 3416, Corona, California 91719, United States of America.....

FUTURE: The BBC was holding a meeting tonight (Wednesday) at The Belmont Hotel in Leicester, entitled *THE FUTURE OF THE BBC*. The admission was £1, so perhaps that alone is some indication. A report is due in next week's NOW RADIO!.....

DISCLAIMERS: Which commercial (ILR) station has just had to run a series of disclaimers following inaccurate reports in its news bulletins? Clue, one with only 2 news room staff, and both not too experienced.....

FRONT PAGE: Our front page illustration this week is of OCEAN SOUND NORTH breakfast show presenter, PETER MacFARLANE. Let's have your picture for future front-page consideration.....

L O O S E
E N D S

NOW RADIO
BOAT TRIP

SECRETS: Is it not an unwritten rule that broadcasters should not reveal such 'secrets' as the existence of a Playlist, let alone saying how many titles are actually on it?! So why is it I now know that the CHILTERN NETWORK HAS A 70-strong playlist? Answer, listening on a Saturday morning to NEIL FRANCIS who went on to say that, in effect, though there was a load of rubbish on the playlist..."This is one of the better songs..." Can nothing be left to the imagination? Not even the belief that everything you play is fantastic, and that's the reason you play it?!!.....

ON THE MOVE: ANDREW TURNER has been doing some work as a Producer on BFBS-UK, that stations flagship programme of late. Now he's on the move to join ROBERT MAXWELL's growing media empire.....

COOK JOCK: Where else but CAROLINE would you find the ship's cook on the air presenting programmes?!.....

MYSTERY: We get 'em! One reader wrote asking for a copy of NOW RADIO, requesting we send it in a plain envelope without 'Now Radio' being written on it!! Perhaps he's got us mixed up....or should we start asking for pictures of READERS' WIVES???......

POWER HIKE: ESSEX RADIO's FM transmitters are amongst the many ILR's going to higher power and now up five-fold and running at no less than 2.5kW e.r.p.....

NEW: Our top-flight designer BOB MATHEWS has come up with a new and better layout for NOW RADIO. Next week you'll see for yourself!....

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.

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.

HURRY!!! POST FIRST CLASS TO RECEIVE YOUR TICKETS ON TIME!!!

L O O S E
E N D S

NUJ: At the recent annual conference of the NUJ (National Unions of Journalists) newsmen and women complained about the growing use of casual labour in newsrooms in radio. The union's executive and broadcasting industrial council was also instructed to start-up negotiations with commercial and BBC radio stations with a view to getting an agreed minimum number of people working in newsrooms.....

INDEPENDENT: The media page of the INDEPENDENT newspaper rarely covers much on radio, but last week, the section which is edited by one MAGGIE BROWN, had a piece on the SONY AWARDS. Actually it was going on about the lack of awards for commercial radio, put down to ILR's dire lack of spending or programming in areas of drama and comedy. "Local commercial radio produces virtually no drama or comedy. The one commercial breakthrough was RADIO HUMBERSIDE's "It's Russell Harris", a children's programme.....should somebody send the Media Editor a copy of the list of UK radio stations showing her that RADIO HUMBERSIDE is NOT commercial and is 100% owned by the BBC!!!!!!....."

CRUEL: ROGER SCOTT on day one of the all-gold format CAPITAL GOLD: "Thanks to SIMON DEE for the records...sorry about the mess!"

MORE TIME & MONEY: The BBC is to boost its spending on both radio and television by no less than £40 million a year until the financial year 1993/4. Included will be more money for news and current affairs programming and the long-awaited extension of RADIO 1's hours from midnight until at least 0200 hours each morning.....

OFF, BUT ON: Despite last Saturday's non-appearance of compact disc station CD93, we can assure anyone concerned that the operation will be back next weekend.....

BIRTHDAY: Despite numerous raids, PCRL in Birmingham prepares to celebrate their 3rd anniversary.....

+++

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.

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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.

38p per min peak
25p per min standard

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THE STORY OF
INDEPENDENT, LOCAL, COMMUNITY AND PIRATE
RADIO IN IRELAND
BY PETER MULRYAN



RADIO RADIO

The Story of
Independent, Local, Community and Pirate
Radio in Ireland
by Peter Mulryan

Foreword by Dave Fanning

The story of unlicensed broadcasting in Ireland, as told in *Radio Radio*, begins with a rebel transmission in 1916. In 1926 the *Wireless and Telegraphy Act* was made law and is the only piece of legislation to date that controls the licensing of stations in the 26 Counties; Section 31, which establishes State censorship, is an addition to the 1926 Act. Peter Mulryan traces the history of the development of broadcasting, through the swinging 60s to the explosion of communication and information technology in the late 70s and early 80s. *Radio Radio* is the story of the background, the personalities and the events which marked this explosion.

Peter Mulryan, who works in and teaches media, has painstakingly researched his material. Packed with interviews, pictures and press material, *Radio Radio* recalls historic scenes such as the first Caroline ship, the raid on the Big D, the Free Radio March, Nova's 'proper' closure alongside all the wheeling and the dealing, the pushing and the shoving which went with the non-stop opening and closing of many unlicensed stations in this country.

The pending legislation, the various zigzags of the politicians are all there. This is the book to inform public debate on the legislation, on the issues, on the confrontation which is around the corner, on who exactly does and should control the airwaves. If you ever tuned in at 3 in the morning and heard the crackle of an unknown pirate, if you're concerned about Section 31, if you want to find out where it all came from, read *Radio Radio*.

176 packed pages for £5.95
by Borderline Publications

"Peter Mulryan trawls the murky depths of pirate radio - starting, incredibly, on Easter Tuesday 1916 - and comes up with a useful discussion of the subject, well timed for the impending legislation.....A fascinating story, well told."

John Doyle, Publisher/Editor of *In Dublin*

"Peter Mulryan's well-researched and timely study..... has more bizarre twists and twice as many outlandish characters than the most over-the-top Hollywood soap opera. The extraordinary thing is that *Radio Radio* is a true story. Mulryan has done a fine job tuning into the facts and sorting out the muzak, interference and babble....An absorbing, hilarious and occasionally embarrassing investigation of...what went on in the nation's eardrums and wallets over the past half-century or so.....A book for you."

Ferdia MacAnna, Books Editor, *Evening Herald*

"To quote the author's own phrase, he's done an excellent job at making 'a huge jigsaw puzzle on a trampoline'. This is the story of the Irish pirates....It's a great read."

from the Foreword by Dave Fanning of RTE

ORDER THRU NOW RADIO:

Send £5.95p plus 55p P&P (£6.50p) to:

NOW RADIO, FREEPOST, KETTERING, NN16 0NW

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PRODUCT REVIEWS

This is a section for 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.

RADIO RADIO

*The story of
independent,
local,
community and
pirate radio
in Ireland*

*Written by
PETER MULRYAN*

Description: 166 pages plus
Price: £5.95p
Publisher: BORDERLINE
Distribution: NOW RADIO COMMUNICATIONS and
other agents.

Even though I once had involvement in Ireland's unlicensed radio scene, so much I didn't know, or understand, has now been explained to me in this book, the first, by PETER MULRYAN.

However, with any book dealing with pirate radio, and now matter how 'open' the industry is these days in Ireland, there are mistakes. Or is it that I have been mis-informed. In some cases one explanation will do, but in others MULRYAN has goofed. But I didn't mind, as this book was quite an interesting read. In fact those of us who know CHRIS CARY, for one reason or another, were able to laugh and, a paragraph later, despair at some of the things he is alleged to have done,

organised, said or been involved in with his various projects in the Republic.

It was also interesting to hear more about the earlier pirate operations in Ireland, and still not be exactly sure what the 'loophole' in the country's wireless telegraphy law is that allows unlicensed broadcasting to go on, and on, and on. I've always thought one thing, the book makes me believe there are several. Including a constant stream of administrations with little power to do much about pirate radio. Indeed, save for a few occasional examples, it's pretty well much of a self-regulating industry. Why bother to introduce a law which might reduce the number of private and community stations when you can leave them to operate and attempt to survive through whatever market forces may arise?

This book is jam packed full of photographs, interviews, anecdotes and personal accounts of pirate radio from the early days of a station operating during the Easter Uprising, right through the two-hour per week hobby pirates to the super stations like RADIO NOVA, SUNSHINE RADIO and Q102.

It is well presented, RADIO RADIO, and contains plenty on the establishment of stations, advertising deals, audience surveys, and it also deals well with the RTE reaction and response to the pirates - and in particular the superpirates like RADIO NOVA and SUNSHINE RADIO.

Although you may be left thinking pirate radio is run by a bunch of rogues (surely, it isn't?!), you will enjoy this book if your interest even just touches on the fringe of pirate broadcasting development.

It's found a place, already, on our radio history reference book shelf in the office....

Now Radio

Openings

VACANCIES

BBC RADIO NEWCASTLE - The Spirit of the North-East - require a daytime AIR PERSONALITY. Have you got 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.

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.

HEREWARD RADIO have an opening for an experienced BROADCAST ENGINEER. They are looking for a person of experience and ability to become part of a small but dynamic organisation with plans to expand. Send application and cv to: JIM WARRACK, Chief Engineer, HEReward RADIO, PO Box 225, Queensgate Centre, Peterborough, Cambridgeshire, PE1 1XJ.

COUNTY SOUND RADIO (The Premier FM and The Gold AM) are looking for a top-flight JOURNALIST experienced in news and sport. CV and demo tape to: MALCOLM DEACON, Head of News and Current Affairs/Deputy Programme Controller, COUNTY SOUND, The Friary, Guildford, Surrey, GU1 4YX.

VIKING RADIO has lost somebody else to television and someone else to another radio station, so has an opening for a JOURNALIST. Write to: ALMA COOPER, Head of News, VIKING RADIO, 1 Commercial Road, Hull, North Humberside, HU1 2SG.

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.

BBC RADIO BRISTOL has a vacancy for a SPORTS PRODUCER. Broadcasting experience, a wide knowledge of sport in the west country, experience in presenting speech/music sequence programmes would all be desirable. Ref: 9227. Call (0272) 742174 for application form.

BBC RADIO KENT has an opening for a NEWS PRODUCER to join their Chatham news team. Journalistic experience at sub-editor level, a good mic voice and current driving licence essential. Ref: 9234. Further details from STEWART WOODCOCK on (0865) 53411.

BBC RADIO OXFORD requires a PRESENTER to produce and present a major daytime sequence programme. Considerable broadcasting experience essential, some journalistic experience an advantage. Offering a 10-month contract. Further details from STEWART WOODCOCK on (0865) 53411.

BBC RADIO HUMBERSIDE has an opening for a REPORTER. Usual qualifications. Further details from MIKE FENNELL, News Editor on (0482) 23232 ext 183. Ref: 9195.

PLACEMENT OF VACANCIES IN THIS SECTION IS FREE TO SUBSCRIBERS.

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

THE TECHNICAL TRILOGY

. . . 3

NOTES BY NORMAN McLEOD

One question which is worth raising concerns the technical competence of people who may be engaged to supply transmitting or other equipment to radio stations.

Most of the LLR Managing Directors I have come across couldn't fix a mike lead if their life depended on it, and there's a danger that commercial or community operators could fall prey to fast-talking but untrustworthy 'engineers' who are incapable of confirming that an installation meets a particular specification, or even of understanding what a specification means...

One method of establishing the credentials of anyone claiming to be able to spend your money wisely on technical equipment is used in the United States, and has a parallel already established here in the UK.

I hold an amateur radio licence, which entitles me to communicate on matters of no great consequence to other similarly-qualified people in the UK and abroad on a wide variety of frequencies with a power of up to several hundred watts.

To get such a licence, a UK subject has to pass a test showing that they have grasped the vital principles of radio transmission and reception, and in particular how not to cause interference to people's TV sets. You are also expected to know and understand the complexities of the licence conditions and how to check that you are observing them.

Making some similar qualification applicable to anyone left in charge of a broadcast transmitter might be a good idea too.

BEING REALISTIC

When setting performance standards, I think it is important to be realistic rather than idealistic. We should not make requirements which involve a lot of trouble and expense, either in the meeting or the measurement, unless there is a very good reason for doing so.

The first questions one should ask ought to be - what is reasonably easy to achieve given the current state of the art and without great cost or sacrifice? Is a more exacting standard than this really justified?.

Take frequency stability, for instance. It is not much trouble, with a room-temperature crystal, to keep a transmitter on frequency within 10ppm - that's 10Hz on AM, and 1 kHz on FM. Nothing much will happen if the allowances are doubled, although the 'het' on AM gets irritating if stations are too far apart, as listeners to 963 kHz in the early eighties might remember. (How did Caroline always manage to be 38.2 Hz off-channel?)

Or take bandwidth. With AM, the adjacent channel can be given up for lost as far as local reception is concerned, and so there's no need to get unduly wound up about sideband energy from low-power transmitters until we enter the useable spectrum belonging to the 'alternate' (i.e. next-but-one) channels - what the Americans call the 'second adjacencies' - at around +/- 11.5 kHz.

Filtering requirements, therefore, should bear in mind the power of the transmission, given that too steep a cut-off of sidebands, on AM or FM, degrades sound quality for the listener. The Authority should be reasonable rather than pedantic, flexible rather than bureaucratic.

--- © N J McL 1988 ---

SPECIAL EVENT RADIO

PHOENIX COMMUNICATIONS. Complete mobile transmission system available for hire anywhere in UK. AM and FM. (01) 500 0890 and (01) 506 2318 (ans).

EQUIPMENT

WIRELESS WORKSHOP. 25 Ditchling Rise, Brighton, BN1 4QL. Telephone (0273) 671928. Special Event, Induction Loop Transmission Systems and Audio Processing Specialists.

IDENTS

EAST ANGLIAN PRODUCTIONS. (0255) 676252. EAP, Studio House, 21/23, Walton Rd., Frinton-on-Sea, Essex, CO13 0AA.

EQUIPMENT

SOUND BROADCAST SERVICES. Qualified & Expert Service. Transmitter & Processing Equipment Sales, installation and service. Free brochure from SBS, 42 Grenville Rd, London N19 4EN. Tel: (01) 281 1367.

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Services Guide
when repending to
advertisements!

ADVERTISE YOUR
BUSINESS IN
THESE
PAGES. . . .

POSITION WANTED

PAUL GRAHAM has experience at home and abroad, including Irish commercial and CAROLINE 558, and is currently seeking relief work on local radio in the United Kingdom. Why not call for a chat? Telephone Leicester (0533) 351243.

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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Wireless Workshop

Special Event Radio

Our mobile caravans, complete with transmitter and aerial equipment, are available for hire for Special Event stations anywhere in the UK.

Wireless Workshop are pioneers of this kind of service, and our equipment is designed to produce first class results.

Audio Processing Equipment

Without Audio Processing, signals sound weak and lacking in clarity.

We can put a punch into your signal that will make it stand out on the dial. Our Audio Processors produce professional results at an affordable price.

Inductive Loop Radio Systems

Our MF inductive loop system provides a performance that is second to none.

Ten stations already use Wireless Workshop equipment for their transmission systems. We have many years' experience of designing and installing broadcasting networks for student and hospital radio.

Contact us now for more details and a free estimate of costs for your site.

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