



## FIVE BID FOR SEVERN

The first of the Radio Authority's five regional licences, covering the Severn Estuary, has attracted five bidders offering competing formats of dance, country, speech and youth programming. Although the station will serve 1.6m adults on both sides of the Bristol Channel, some of the applicants propose any Welsh language programming.

Children Radio plans to extend its existing Bristol black music station Salisy Radio from its present 450,000 TSS, giving it "distinct appeal to the younger demographic, the under-26." Its dance music format would be "presented by friendly, broadcast and nationally well-informed broadcasters who do not intrude too much into the music flow." The programme schedule of the enlarged station, employing 29 full-time staff, will "diffuse from the traditional radio style" by broadcasting seven ballroom five minutes before each hour, running a daily soap opera and using ex-Capitol Radio DJ Paul Robinson to present a weekend discussion show "linking the sophisticated and unrefined such as R&B" business combine "the new and fresh dance music of today with hits of the past", while evening concise specialist dance music shows, and Children's application notes at one point that Linda's KISS FM "operates with a somewhat similar format." A new contribution studio would be built in Glaston and existing Bristol facilities be upgraded, with Children's Radio Studio appointed chief executive and a PD selected from two candidates elsewhere within the group. Children expect that an award to Salisy would incur "minimal new costs" and promise to buy air charges for engineering and administrative support supplied

centrally.

Salisy's pre-Children incarnation as For The People (FTP) is included in the application by 4855 Radio that plans to mix Top 40, dance, soul, blues and indie music "of particular appeal to the younger age groups." Ex-FTP founders Cliveat Molarty and Dale Williams hold 7% each of the group's 12m capital, whilst Los Angeles-based black radio engineer Lee Baker takes 20%. There is a novel idea for "presenters to introduce each day to their listeners a new Welsh phrase", in parallel of the targeted 2% weekly reach amongst 15-24 year olds and 9 hours/week listening.

Good Country FM proposes "a mix of new country and classic country gold" targeting 30-55 year olds, on the grounds that "the Severn Estuary has a higher level of interest in country music than any other region in the country." Chairman Robert Jenkins bids the new post at Radio Wyvern, ex Robert Farold and ex Wyvern's founder and Chief Engineer, whilst PD Jack Williams has just exited Herts FM, following stints at Radio City, Boston and Metro. Each peak-time hour will include "three easy listen (20 sec each)" and "one sharp trivia quiz" and the group argues that "no young people in our survey said they were tired of dance music, new, modern music and kid's (old) music." Radio Investments holds 75% of the bid's £275,000 capital, complemented by Farold and Williams with 7% each, and a weekly reach of 8% is targeted in the first year.

Radio Severn plans "a new kind of quality, speech-based service which will help improve the image of TSS" by broadcasting "high quality news

and current affairs coverage with a first class service of regional weather, traffic and travel information." Daytime shows will comprise up to 70% speech, complemented by music (including the cited example of The Regents' Halfway Down The Stairs). MC David Jones is Controller of News & Current Affairs at WBS, PS John Carson is Editor of English Language News Programme at BBC Wales, and Radio 4's John Westmore promises to be Secretary Director of a planned regional training initiative. Radio Investments holds 15% of the group's £900,000 capital, and the G&G Group and a local newspaper have expressed interest in participation. The audience will be 20% over-35s, and a weekly reach of 20% and 10 hours/week are targeted within three years.

Select FM describes itself as an "adult inspirational" station offering "a combination of popper, easy listening, melow rock and folk/western folk, yet musical, news and features programming." Its "speech programming for the aspiring governor" accounts for 25% of daytime output, combined with "a ballroom selection of rock, pop, soul, R&B and popular jazz." Three under staff of London-based independent producer based are involved in the bid - Michael Story as Chairman, Richard Southgate as Marketing Director and Chris Perry-Drexel as PD. 80% of the group's £900,000 capital is owned by satellite production company Starstream, with the remainder held by Bristol and Broadstairs Radio.

The Radio Authority will announce its decision within three months.

## BUZZ SOLD FOR £1

Troubled Birmingham Incremental Buzz FM has been sold for £1 to Gary Wood plc, headed by ex-radio news boss Chris Cary. The deal, completed on 23 Dec, gives Cary's company control over 75% of the station's shares, after former owner Radio Clyde had reportedly considered 14 possible buyers. The remaining 2% is retained by Levermore Group 31 and station founder Lindsey Reid.

Reid and Cary have known each other since both were DJs on 7th offshore pirate BBC, where Reid was called Mike Lindsey and Cary was known as Angeles Maldon, and both subsequently worked on BBC Radio Birmingham and shared a house in the city. Cary has already introduced some programming changes since taking

control.

"Our A-playlist is coming around a lot more than it was before," says Technical Director Lindsey Reid. "We're playing more familiar hits more often now. We have commercial-free hours now and are saying 'while other stations claim to be playing more music, Buzz FM is really doing it' which is true! We're using the computer to 'play back-to-back music between 10am and 2pm, and two of those hours are commercial-free."

Cary is thought to be interested in applying for the forthcoming West Midlands regional licence, and would use Buzz's Birmingham studios for an enlarged operation serving 2 1/2 million

people. If this application were to fail, Cary might alternatively lobby the Radio Authority to increase Buzz FM's TSS to cover the whole of Greater Birmingham from an improved repositioned transmitter at Sutton Coldfield.

Station Manager Tony Topham, appointed by Radio Clyde, has left Buzz FM, as has afternoon DJ Martin Allen, who Topham had installed, and late night presenter Mark Williams who was part of the original 1990 line-up. The station looks a national salehouse at present since its agreement with the Radio Sales Company expired at the end of November.

## RADIO WAVES

Revised categories in this year's Sony Awards mean there will be three stations of the year - national, metropolitan and local \*\*\*\* Radio 2 wins the Grand Prix of the M. Silverstone Radiophonic et. Selenite Internationale for Miles Kingston's programme 'Water, Water Water' \*\*\*\* BBC Radio Lancashire's new schedule sees co-ordinator Eleanor Martin join breakfast & Al Clarke, Les O'Brien, take over afternoons, and Neil Pringle replaces Julie Pringle on weekend breakfasts \*\*\*\* Radio 3 & 5 share coverage of next year's international cricket \*\*\*\* Spectrum Radio/London Head of Presentation Jon Kaye joins BBC Radio Essex as Senior Producer of its Colchester studio, while another before East Anglian Radio opens a new Colchester FM opt-out in the town \*\*\*\* And, despite the BBC having two years ago abandoned plans for a local Forest station, it is now opening an FM opt-out of BBC Radio Devon for Mid & West Devon, pre-empting the impending launch of the county's new commercial station \*\*\*\* Spectrum Radio/Leeds \*\*\*\* Detailing the virtues of increased speech content in local radio, BBC Radio Cumbria Newscast Mike Marsh says the station's reach has improved at breakfast, lunch and drivetime by 27%, 63% and 62% respectively since 1993 \*\*\*\* At LSC/London, computer company Lotus sponsors the weekly Computer Focus feature in the First Edition show and the station's Technology show \*\*\*\* For news? Virgin Radio MD John Rowland says of the station's new home at 93 Chertsey Road, Wokingham "we were extremely fortunate that the existing building became available." But weren't the former County School studios seized for a year, and aren't

they owned by Allied Radio, of which Rowland was MD until last May? Marketing and promotion is to be housed alongside the three approved making studios, though the sales operation stays in London \*\*\*\* Festival Radio/Leeds relocates to 45 Stainke Gardens, Brighton BN2 1ND \*\*\*\* Reorganization of BBC Wales onto a single site means the second floor of Cardiff's broadcasting house becomes the radio centre and home to Radio Wales/Cymru \*\*\*\* BBC MD Pat Taylor says "BBC FM's decision is not" to leave the clubhouse and set up its own base for national advertising \*\*\*\* London sweeps pirate Fibre FM celebrated its first birthday with a Mass FM party at the Royal Gardens Club \*\*\*\* Children Superworld is moving a little in Italian for its co-promoted launch concert at Wembley Arena on 1 Feb \*\*\*\* BBC Radio Northampton uses the Plains English Campaign's Crystal Clear logo award for its output, particularly the weekly Point To Point show \*\*\*\* Close airtime buying or pressure sales tactics? ZDFM/Reading is warning ads for rape slaves into new reports of rape cases, and LBC's bulletins covering the IRA's pro-Yankee books were substituted by ads for anti-blast window protectors \*\*\*\* BBC Radio Lancashire's dying film hours on New Year's Eve were relayed on its former 200AM channel, as well as letters \*\*\*\* Birmingham's Beethoven Cello concerto was the most frequently played work on Radio 3 last year \*\*\*\* Children Radio/Barnford breakfast producer Jane Scott joins Galaxy Radio/Leeds as presenter \*\*\*\* Sarah at Bush House? Mike Rod's BBC World Service show replaces a Disc team Rio offshore

pirate RNI's theme song Ken Of Action by the Leo Ford Orchestra as its opening music \*\*\*\* Ex-UK and LSC producer Syd Sachs replaces Pat as Programme Controller at WGL/Wood Green \*\*\*\* Alan Slinger sponsored Atlantic 267's year-end roundup of 1993's top singles in a 60,000 Deal \*\*\*\* BBC World Service Acting MD David Mather becomes deputy MD until John Pavey's successor starts work \*\*\*\* Classic FM's launch advertising was extended "extended opportunity of the year" by Campaign magazine \*\*\*\* Capital Radio/London appoints Martine Bolton to the new post of Client Sales Director \*\*\*\* BBC Radio Lancashire made a weekend breakfast show presenter/producer and Programme Assistants for Andy Peebles' morning show and Ann O'Brien's afternoon slot (024-480433) \*\*\*\* London Radio holds a one-day course on radio interviewing & presenting (26/28 Feb), and two-week evening classes on essential radio (from 8 Feb) and advanced radio (from 10 Feb). Concessions available (071-278-6661) \*\*\*\* Midlands Radio Union Trust needs a Coventry-based Media Trainer (0203-353225) \*\*\*\* Radio Broadcast Managers are wanted "to join strong finance team for new licence applications" by BSW, 89 Box 37, Southport, Merseyside M63 1EA \*\*\*\* Art imitating life: a 140000 ton close for conflict? At the staff mass party of Radio Channel, BBC for Europe's fictional commercial station (Fri 11.30-11.55am 04889), there were ugly rumours of programme changes and possible job losses. The station's owner, Lady B, is remaining tight-lipped about the first 1994 results \*\*\*\*

## RADIO DIARY

- 13 JIM MERRICK closing date for re-applications for AM & FM licences serving 230,000 adults, starting 29 Jul 1994. Info: Radio Authority
- 26/28/29/30 JAN MIKEB RADIO at Palais des Festivals, Cannes, France. Info: International Exhibition Organisation, Metropolitan House, 22 Percy Street, London W1P 8TF tel: 011-528-0596
- 28 JAN MAGE First audience research figures from joint BBC/UK system released publicly
- 27 JAN M6T FUTURE FOR REGIONAL BROADCASTING? debate at Abbey Centre, London SW 10.30am-4.30pm. Voice Of The Listener & Viewer, 101 Kings Drive, Gravesend, Kent DN12 5AQ tel: 0474-352835
- 9 FEB LAMM closing date for licence re-applications for AM & FM licences serving 1.2m & 770,000 adults respectively, starting 1 Sep 1994. Info: Radio Authority
- 9 FEB NORTHON/CORHAMPTON closing date for licence re-applications for AM & FM licences serving 1.5m and 770,000 adults respectively, starting 12 Sep 1994. Info: Radio Authority
- 10 FEB M6T FUTURE FOR REGIONAL BROADCASTING? debate at Committee Room, House of Commons 6-7.30pm. Voice Of The Listener & Viewer, 101 Kings Drive, Gravesend, Kent DN12 5AQ tel: 0474-352835
- 17 FEB M6T FUTURE FOR EDUCATIONAL PROGRAMMES? debate at Abbey Centre, London SW 10.30am-4.30pm. Voice Of The Listener & Viewer, 101 Kings Drive, Gravesend, Kent DN12 5AQ tel: 0474-352835
- 2 MAR LYON/SERPOND closing date for licence re-applications for AM & FM services serving 1.2m and 0.6m adults respectively. Info: Radio Authority
- 2 MAR NORTHAMPTON closing date for licence re-applications for AM & FM services serving 940,000 and 320,000 adults respectively. Info: Radio Authority
- 4 MAR AER closing date for licence re-applications for AM & FM services serving 510,000 and 220,000 adults respectively. Info: Radio Authority
- 3 MAR M6T FUTURE FOR LIVE MINDY? debate at Committee Room, House of Commons 6-7.30pm. Voice Of The Listener & Viewer, 101 Kings Drive, Gravesend, Kent DN12 5AQ tel: 0474-352835
- 9 MAR SCARBOROUGH closing date for new licence serving 65,000 adults on AM or FM. Info: Radio Authority
- 10 MAR M6T FUTURE FOR PARADES & RURAL PROGRAMMES? debate at Abbey Centre, London SW 10.30am-4.30pm. Voice Of The Listener & Viewer, 101 Kings Drive, Gravesend, Kent DN12 5AQ tel: 0474-352835

**NATIONAL LICENCES**

Art (own)	AM					speech	Spring 95	1953/1099AM
Business	AM	47a	4 Feb 92	5 13 May 92	VIRGIN 14000	rock	Mar 93	1197/1215AM

**REGIONAL LICENCES**

Mid England	FM	4,200,000	8 Dec 92	16 Mar 93			1 Sep 94	
Sevens Estuary	FM	1,600,000	30 Sep 92	5 Jan 93	5		1 Sep 94	

**RE-ADVERTISED LOCAL LICENCES**

Cowesley	AM	520,000	7 Jan 93	6 Apr 93			1 Jan 95	1269AM
Cowesley	FM	520,000	7 Jan 93	6 Apr 93			1 Jan 95	97/102, 98B
Dunbar/Perth	AM	280,000	7 Jan 93	6 Apr 93			1 Jan 95	1161/1584AM
Dunbar/Perth	FM	280,000	7 Jan 93	6 Apr 93			1 Jan 95	96.4/102, 103F
Ipz	AM	510,000	4 Dec 92	2 Mar 93			16 Oct 94	1025 AM
Ipz	FM	220,000	4 Dec 92	2 Mar 93			16 Oct 94	96.3 FM
Northampton	AM	540,000	2 Dec 92	2 Mar 93			25 Oct 94	1557 AM
Northampton	FM	320,000	2 Dec 92	2 Mar 93			15 Oct 94	96.4 FM
Luton/Bedford	AM	1,000,000	2 Dec 92	2 Mar 93			25 Oct 94	793/1020 AM
Luton/Bedford	FM	680,000	2 Dec 92	2 Mar 93			25 Oct 94	96.3/97, 97H
Leeds	AM	1,230,000	4 Nov 92	9 Feb 93			1 Sep 94	825 AM
Leeds	FM	770,000	4 Nov 92	9 Feb 93			1 Sep 94	96.3 FM
Southern/Chilmsfd	AM	1,520,000	4 Nov 92	9 Feb 93			12 Sep 94	1431/1339AM
Southern/Chilmsfd	FM	770,000	4 Nov 92	9 Feb 93			12 Sep 94	96.3/102, 102H
Blackburn	AM	230,000	8 Oct 92	12 Jan 93			29 Jul 94	1025 AM
Blackburn	FM	230,000	8 Oct 92	12 Jan 93			29 Jul 94	96.9 FM

**NEW LOCAL LICENCES**

Southborough	AM/FM	70,000	27 Nov 92	9 Mar 93				
High Wycombe	AM	7	7 Aug 92	17 Nov 92	4	7 Jan 93	Radio 4ya	1170 AM
Prescot/White	FM	85,000	1 Jul 92	20 Oct 92	1	7 Jan 93	[no award]	
Weymouth	FM	80,000	8 Jan 92	8 Sep 92	5	6 Nov 92	Essex Radio/Dorchester FM	
North Wales	AM/FM	130,000	12 Feb 92	25 Aug 92	3	1 Oct 92	Marcher Coast FM/Warwick Road	
Carlisle	FM	150,000	27 Apr 92	28 Jul 92	4	7 Sep 92	CRFM	spring 93
Gloucester	FM	260,000	7 Apr 92	21 Jul 92	3	7 Sep 92	[no award]	
Colchester	FM	120,000	7 Feb 92	19 May 92	6	2 Jul 92	Colchester FM/90R-FM	
Elmst/Sladon	FM	330,000		31 Mar 92	9	2 Jul 92	TriStar Identity	spring 93
Swale	FM	320,000		28 Mar 92	1	7 Sep 92	Swale Radio/Tower Radio	
Northumbria Bay	FM	180,000		10 Mar 92	2	14 May 92	RAY RADIO AC	spring 93 96.9 FM
Hampshire	AM	7		18 Feb 92	1	4 Jan 92	AM10 HAMPS AC	continuity
Chiltenham	AM	7		14 Jan 92	5	6 Mar 92	CR 603 AC	Mar 93 603 AM

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