

GOLDSMITH BLAMES GOLD RADIO

Cocoart promoter Harvey Goldsmith has blamed the lack of success given to new live music acts and blame on old radio stations and the music industry's obsession with hit singles, dance music and new software formats.

Addressing the NISN Radio Conference, Goldsmith noted the increasing popularity of radio "gold" formats, which he said "leave little room to us [the music industry] but a huge amount of sense to the listening audience." He said broadcasters were reacting to a glut of new single and album releases "radio stations see the danger. They said 'We don't understand this. It's too confusing. There's too much coming at us. It doesn't make sense. So let's go for a format that executives like, media buyers like and a smart listening audience like - a gold format.'"

Goldsmith argued that dance music had caused "the record industry to spend the last four years inventing in a music form that sells no albums, has no real face and therefore has no longevity. Radio picked it up and the kids danced. But do they do anything else? No. Fast returns and the quest for the hit single have financially come back to roost."

But he warned that the radio industry was "playing to an audience that is getting older and older and, other

than the dance scene, has not yet enough woken back into supporting and seeing new acts have opportunities for an airing."

Goldsmith criticized the industry's obsession with singles and asked: "My can't radio look at a new record [single] that's coming out and play something a bit more than that one single - it repeats all the time.....Record companies seem to concentrate most of their time on working and manipulating the charts and they make that work very quickly in the singles chart, because of the mythical belief that without that hit single, nothing else will happen."

Stuart Watson, Senior Vice President of NBS International, suggested that the industry abolish its fixation with singles: "Forget singles charts. Let radio play album tracks, whichever ones they want, and concentrate on radio charts. If a track from an album gets into a radio chart, then that is the track that will drive the album, as in America."

He was supported by Radio One's Head of Music Department Chris Lyneil, who agreed: "I am broadly supportive of the idea of only a titles chart or songs chart or tracks chart, rather than a singles chart. Anything that breaks down pigeon-holing and categorisation is all for the good."

Goldsmith also agreed with another NISN speaker, Maurice Garstein, that the new Digital Music Express satellite/cable system would prove to be "the death knell for all of us. If that's the future, forget radio, forget record sales because all you need is a DCC that records and your cable channel."

During a subsequent discussion of private radio in Goldsmith's speech, Virgin Radio's Kelly Leppard spoke, introducing herself only as "a consultant here on radio business", and argued the virtues of the new station's music policy.

"In your piece on Virgin Radio....." Goldsmith responded. "What you're going to present on Virgin Radio is going to do absolutely nothing to stimulate new music. The difficulty is that for the first and only time we have, albeit it on FM, a network station that isn't dedicated to charts of a commercial nature. You're doing exactly the same as what we've been warning the industry of - you're not going to stimulate anything new. So how does that help?"

Three years ago, Goldsmith was a partner with publisher EMAP in an unsuccessful attempt to persuade the Government to legislate for a national rock radio station on FM.

DIGITAL RADIO IS "ATOMIC CLOUD"

In his opening address to the NISN Radio Conference, Polypren International Vice President Maurice Garstein warned that new multi-channel digital radio services could spell the death of the radio industry.

"Remember when television came along and wiped out radio's evening programmes?" asked Garstein. "This [Digital Music Express] may be the next event that wipes out all programmes."

Garstein said that the 30-channel satellite-delivered system, to be launched in Europe in March, whose programme include talk and adverts, will enable consumers to pre-select tracks for compilation of their own albums. "It's there for us to see as the atomic cloud heading down upon us," he warned.

Garstein also criticized the new BBC Director General John Birt's proposal to make BBC Radio less competitive in the commercial sector. Addressing an audience of radio

executives, he said: "It's one of the things that must hurt you people in radio a lot, to be treated like second or third class citizens."

He went on to argue that competition amongst stations produced better radio: "It is no bad thing that there will be a BBC that endeavours to produce quality programming that will draw the audience, so that the commercial stations will have that competition to improve their formats."

MIDEM RADIO WAVES

Just when you thought you were safely away from it all at MIDEM.....from a specially built studio in Cannes sponsored by France Telecom, Top Macburn presented his Capital Gold/London breakfast show Monday and Tuesday, then Elaine Bates took over for his 12N morning slot on Wednesday. KISS FM/Los Angeles DJ Rick Dees was there, accompanied by his sidekick Ellen Z and sports reporter Vic "The Brick" Jacobs, presenting the breakfast show at top local time, and French network RNF's Philippe Mercier presented his weekly American Top 40 show, interviewing The Passions, Chaka Khan, Silliano, Al Jarrara, Shaq and Rose Gage. Polish station RMF, broadcasting on RNF's extra audio channel, was at MIDEM for the first time. American communications group IDE, in a joint deal with British Telecom, was offering airtime on another of RNF's audio channels for £150 for up to 15 minutes. American syndicator Radio Express was pushing its new weekly Hollywood Express series show and a Love Songs "concert". Voice Of America was marketing its satellite-delivered VOA Europe service, produced in Washington, as "the first broadcast ever transmitted in stereo across the Atlantic". Its evening DJ Eric Phillips has a customized car number plate "WVZ 8P". Yacht. American tipsheet Black Radio Experience was selling a Black Radio Directory for £25 that lists all US black music radio stations. Kevin Luck MP said aid for the British Black contract, American research company Arbitron was now pitching its adverts in French and Italian. French group Europe 2, promoting itself as "the radio which knows no frontiers", lists the UK's Radio Murray as part of its empire, alongside Spain's Cadena Top and Ireland's Radio Set. Home. Carlo-based English language station Skyline Radio is audible on 106.5 FM in Cannes, string

lots of BBC World Service material and frequent ads for The European newspaper, its new cover, its format is determinedly non-top 40 - where else would you hear a track from the Velvet Underground's latest album on daytime radio. A survey in French trade magazine La Radio numbers 1400 stations in France, 2400 in Italy, 1700 in Spain, 600 in Belgium and 400 in Greece. Of British radio, it comments "it doesn't make a lot of sense" having suffered the UK's talk-channel lull, it was a delight to hear French FM stations' clinical chat and uninterrupted music. RNF's Donna Leonard announced that 98% of the UK's 10,000 radio stations lost money last year. Referring to information that Italian radio stations pay only 3.5% of revenue in music royalties, ABC's Brian West declared "I'll take that". Apparently Spanish stations pay 3.75%. Virgin Radio Joint PD John Nevill revealed that the station spent £1m on research before he was appointed. Larry Green, MD of ABC Radio International, objected to his introduction by Dingo's Tie Blackmore that said he was "infiltrating" his company's programming on the European market. American DJ Rick Dees was awarded a medal by the Mayor of Cannes in a ceremony at the Yacht Club. What exactly the medal was for remains unclear. Interrupting his car jangling opening address to an embarrassed audience, Maurice Oberstein called: "This goes on and on until 11.30, then I'll leave, I will pay my dues." Shuffling his notes later in the speech, he added: "It's pretty dull. If you think what I've said so far isn't so great, you should read some of that crap". Laurent Rousseau, PD of French network Skyrock, said he had learnt two things about radio in his life: "First, do less, but do it better. Second, position yourself in the market." He was harrowed with the slogan "Shot Up and Loaded" (and

familiar), American syndicator Westwood One's weekly show American Dance Tunes is presented by ex-pat Bill "Dooeton" Julie Brown and has just been signed up by KISS FM.....to Istanbul. BBC Transcription announced plans for a non-stop half-hour genre music slot show called BY Club Mix delivered to stations on DAF with a script for their own DJ, a new series The Story Of Pop, comprising 52 one-hour shows, is available early 1994. Labaco station Radio 1 was at MIDEM. Is this the same FM station that, during the country's 80s civil war, was using a pirated copy of our own Radio 1's jingle package? Asked about the history of radio consultants, Pierre Howard of Coleman Research replied that "the first consultant started work in America in 1934 when radio's first Programme Director was fired". RCS, American manufacturer of Selector, unveiled its new RCS Works, a networked copier system that completely does away with carts, CDs, records and scripts. Donna Leonard of RAB said American stations' share of advertising spend is 7% and has not changed in twenty years. Americans spend 3 hrs 17 mins per day with their radio and use an average 3.5 stations. Leonard said that most US markets were "over-radio-ed". The BBC was taking orders for the new CD-ROM version of its Gramophone Library Index comprising 1.6m titles. MIDEM's star-studded tribute to Marvin Gaye was broadcast live on SBB/Spain and SBF/Germany via Euro satellite. Belgian Broadcasting has sold an Andrew Lloyd Webber series and a Jonathan King show Music Music Music to the BBC. RAB was offering MIDEM attendees three weeks' complimentary trial membership issue American black radio tipsheet Jack the Japper was at MIDEM for the first time but ran out of sample copies.

EUROPLAY LAUNCHED

Five European radio stations have launched a non-commercial organisation called Europlay that will select a specific new European single each month for extensive airplay within their output. Programme Directors from Net Station/Walland, NAB/France, Cadena SER/Spain, Radio Dorsca/Belgium and SBF/Germany listen to a selection of new releases each month and vote for one Continental title that they hope will help counter the predominance of Anglo-American acts on European

radio. "This is a completely ideological thing," explained a Europlay spokesman at the group's MIDEM launch. "There is no money involved. Europlay is definitely not for sale [to record companies]." The participating stations have Top 40/adult contemporary formats and each decides individually how heavily the title is played over a four-week period and whether it is supported

as Europlay on-air. "We are not a part of the [record] industry," said the Europlay spokesman. "We are asking radio, to pick records on their own merit - we are broadcasting for our audience." Other European stations, including Rete 105/Italy, UK2/Finland and Radio 24/Netherlands, are considering participation in the scheme, whose launch Europlay title for February is No Limit by Dutch act 2 Redacted.

MORE MIDEM RADIO WAVES

Local FM music station **Comer Radio's** slogan translates as "if you listen to it, you'll sing!" Er, come again? **KIDS FM/Loe** Los Angeles gave away T-shirts emblazoned "I woke up in France with Rick Ross in the Morning" **Canadian** radio tip-sheet **Radiactivité** gave away copies that included a seven-inch single by Nelson Neville that turned out to be blank on both sides **1991** Director General Eric Garnett said he was starting talks in London with controversial satellite music service **Digital Radio Express** over royalties, in the absence of

international law. Garnett said he has been to establish the principle that music is paid for at its real value **Veteran** Dutch DJ Leo Harding, now with **Radio 536**, argued that "real radio stopped in the Netherlands in 1974 when Veronica was brought into the public system" **Japanese** cable radio's expansion from 440 to 880 channels has seen simultaneous live relays of **KIDS/New York** and **Power 106/Loe** Angeles by **Radio Mondo/Togo** **Radio** industry attendance at **RIDEM** was up 10% on last year **Newsline**, back in the UK, Peter

Herriage is the Station Manager of **Radio 8000's** new Harlow opt-out, due to open this Spring. Presenters are being recruited now **It** her Macbethic launch party for new single **Independence**, **Lala** met **Pioneeringly** Radio's Mark Story, **Sunset** Radio's Mike Shaft and **Signal** **Coastline's** Neil Comer. Story last met Lala ten years ago when he produced her Sunday morning show on **Capital Radio/London** **Must** does **Electric 257** note of the Independent's description of its format as "rock music" ********

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