

NOW RADIO

EVERY FORTNIGHT



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broadcasting with

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EDITORIAL COMMENT

So, here it is! Our 25th issue of NOW RADIO NEWSLETTER!!!

There were many, one year ago today, who on receipt of our very first issue doubted whether a journal dedicated solely to our radio industry, could survive. They had in mind past efforts, by other publishers, such as Radio News, Radio Guide, Needletime and Radio & Records.

Our original plan, to be fortnightly, to offer news, information, features, tips and advice in a straight-forward format, without the glossy trimmings, has truly paid off.

I feel we have developed and also gained much experience in this year. All of it adds to the strength of this organ as we enter our second year of serving the radio industry.

Thank you for your support!!

HOWARD G. L. ROSE

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NOW RADIO

LASER DEVELOPMENTS

Since the return to the air of Laser Hot Hits 576 there have been almost continuous approaches to the Panamanian owners of the operation by other prospective commercial broadcasters who wanted to investigate the terms under which the corporation would lease airtime on its second AM transmitter.

There had been talk that Radio Monique would quit the Caroline organisation and join the m.v. Communicator. Monique's contract with Caroline came up for renewal mid-December and rumour, from both sides of the North Sea, claimed the Dutch-language station would make the move.

However, the collapse of the antenna aboard the Communicator meant that Laser had to think about getting one station back on the air as fast as possible and any thought of a second service would have to take a back-seat, at least for the moment.

When advertisers, according to Radio Waves Inc, the United States' airtime sales representatives for the station, agreed to pay 50% of the normal rate card costing for their commercials to be aired on the station it was to return with reduced power, work went on to bring it back with a makeshift system.

Talks again got underway with several interested parties. A few weeks ago a deal seemed to be near signing and we were told to be ready to receive the details. Then delays set in.

It seemed that there had been the chance of some major developments - which we feel we would be best to restrain from publishing at this stage. We don't like dealing in gossip or publishing at difficult times for the parties involved, information which might lead to problems.

However, we understand, and feel it worth reporting, that certain arrangements are being made during the

next few days which will assure Laser Hot Hits of a very secure future.

On air there will be little for the ordinary listener to detect - but in organisational and financial terms it will mean the station's management, broadcasting staff and crew, can look towards a more happy summer than otherwise may have been the case.

Engineers will also be able to finally push-ahead with erecting a new antenna system, based on the design for the aerial used aboard the Radio Veronica vessel, Morderney, off of Holland in the sixties and seventies.

The antenna will consist of one-piece masts, as opposed to using sectional steel towers, which are much weaker. In fact, Laser management discovered last week that the previous antenna was designed only to withstand 80 m.p.h. winds - and that figure was calculated for landbased operation. Aboard a ship, in gale force conditions, such a tower could actually collapse in winds of a good degree less. It should be added that it was purchased by the former management of the station - and they, in fact, were probably unaware of the shortcomings of their purchase at the time, anyway.

Laser Hot Hits 576 is currently broadcasting 6am - 8pm daily. This new broadcasting schedule was decided upon by management as the station was not covering a very large area with transmitter output power much reduced.

Good reception over much of the East Anglian/South East England region is far until 8pm when continental signals begin to cause interference.

The power is down because the temporary antenna system can only take low-power as increasing the output causes severe arcing and could result in fire and damage to the transmitter itself.

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SOVEREIGN RETURNS!

The former Twickenham-based Solid Gold format Radio Sovereign is set to return to the air shortly with transmissions in three wavebands.

The station is leasing airtime on transmitters in Ireland and will be broadcasting 12-hours-per-day, seven days per week.

Transmissions will be on 1521kHz medium waveband, 96.5 MHz FM Stereo and in the shortwave band at 6240 kHz. The FM signal will cover the region around the transmission site on the East coast of Ireland, whereas the medium wave transmissions will be beamed towards North West England, Scotland and Wales.

Engineering work should be completed this week on directing the AM signal towards the United Kingdom.

The broadcasts on shortwave will be heard throughout Europe.

Radio Sovereign will broadcast daily from 6am until 6pm and will continue to follow the Solid Gold format which won it half-a-million listeners in its prime service area a few years back.

At press time final plans are being made for the station relaunch and the full details of staff, positions and programme schedules should soon be released.

An introductory advertising rate card is available from this week and the station will be making available spot commercials, sponsored programmes, live-read commercials and several other promotional packages at rates which are being described as very competitive with local commercial stations in Britain and Ireland.

When Radio Sovereign was originally launched it was under the ownership of John Kenning. The operation was taken over, in the hope of obtaining a licence from the British Home Office, by Howard G. L. Rose the day after it closed down when Kenning decided to move his own operations to Italy.

Rose, who is also editor of this organ, will control the new phase in the stations life through Now Radio Communications, publishers of NOW RADIO NEWSLETTER.

It is hoped that several of the former Radio Sovereign deejays will be heard on the station when it returns to the air.

Amongst those who worked for the station were Rob Randall, Kevin Turner (now with Caroline 558), Ron Brown, Paul Anthony (in ILR), Steve Colman (now with Metro Radio, Newcastle), Joy Jameson (now with the BBC), Jerry James (now with Severn Sound), Richard Jackson (now in the USA, but recently with Caroline 558) and Rose, who as Chris St John was the station Programme Director and Head of News & Public affairs.

Test transmissions will begin shortly and reception reports are invited to be sent to Radio Sovereign c/o Now Radio, PO Box 45, Kettering, Northants, England. Telephone (0536) 514437.

An official start date has yet to be announced - though it should only be a matter of days rather than weeks.

The Sovereign programming is based on oldies from the 50's through early seventies. Slick presentation and almost continuous back-to-back music forms the basis of the 'sound'.

The next move appears to be to locate other transmitter owners who could relay Radio Sovereign in other markets. The format is suitable to any European country.

PHILIPS MAGIC

Caroline 558 Programme Director Peter Philips is back aboard the Ross Revenge with his deputy Kevin Turner and some new staffers.

Reaction during the last week appears most favourable, with a return to a strong format backed by a good signal.

NOW RADIO

CAPITAL BUYS OUT DEVON AIR RADIO

Capital Radio has made its first venture into purchasing radio property. The London music and entertainment station, which was recently floated on the Stock Exchange, has come to an agreement to purchase loss-making Devon-Air Radio.

Devon-Air Radio serves the Exeter-Torbay area and a population of around half-a-million people. It has been broadcasting since 1980. On a turnover of more than £731,000 it lost more than £80,000.

Capital Radio has offered 12.795p for each Devon-Air share, or one Capital Radio share for each 165p cash investors would have received for their shares.

Capital intends to put in expertise to upgrade the Devon stations sales, marketing and promotional activities. It will also sell the station nationally, alongside the London station and Guildford's County Sound.

The Chairman of Devon-Air Radio, Sir Ian Amory, said: "With the powerful support of the biggest company in the industry we are now in a strong position to develop fully the initiatives that we have already begun.."

Nigel Valmsley, Managing Director of Capital Radio, claims that his company is keen to expand in radio generally.

However, recent moves to take-over the Southend-on-Sea commercial station, Essex Radio, failed when both sides didn't reach agreement on terms.

Capital Radio was the second commercial station to begin broadcasting under the IBA structure in October 1973. It has the biggest income of any station and makes the largest profit.

NEWS?

CALL NOW RADIO NEWSLETTER
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AIRC SPLIT BY INDIES

More commercial radio stations have pulled out of the trade body, The Association of Independent Radio Contractors.

The exodus began with the three stations in the Red Rose Radio Group; Red Rose (Preston/Blackpool), Red Dragon (Cardiff) and Radio Aire (Leeds) being withdrawn from the association which until now has been automatically joined by all entrants into the ILR system under IBA control.

Now Chiltern Radio (Luton/Dunstable), Northants 96 (Northampton), Hereward Radio (Peterborough), Radio Broadland (Norwich), Essex Radio (Southend-on-Sea), Radio Orwell (Ipswich) and Saxon Radio (Bury St Edmunds) have also served AIRC's Director Brian West with notification that they are ready to quit.

The stations are claiming to be paying too much money for little return. They say that Radio Marketing Bureau membership is mandatory to all AIRC members and that stations have been left out of policy making decisions for the RMB.

One station, Chiltern Radio, claims that the Association of Independent Radio Contractors is undemocratic. The AIRC does have a 'one vote per station' on minor policy matters - but - claims Chiltern this does not extend to financial areas. The smaller stations feel that Capital Radio has far too much influence and control over AIRC affairs. They feel intimidated by the giant London station which has just been floated on the Stock Exchange, has taken over the Devon independent station DevonAir and has established its own national sales operation and now says it is after other small-fry in the commercial radio world.

One station boss told NOW RADIO NEWSLETTER: "For all the bloody money

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we pour into AIRC we see sod all in return..."

A few months ago, according to some reports, a number of stations wrote to the AIRC calling for the resignation of the Chairman of the Radio Marketing Bureau. He is Arthur Fenning. The stations said they were not pleased with his performance.

Ron Coles, Managing Director of Radio Trent/Leicester Sound and AIRC Chairman, claims that the calls for Fenning's resignation were not entertained. He says that Fenning had worked hard in the past half year - and amongst his credits must be the hiring of Geoff Moffat to be the new Chief Executive of the Radio Marketing Bureau. He was pulled away from the position of deputy-Managing Director of Liverpool's Radio City.

More and more stations will no doubt exit the AIRC/RMB now that so many stations have taken the lead.

Hereward Radio Managing Director Stewart Francis has called for the AIRC to have a board of directors responsible and accountable to the stations. At the moment he claims, in effect, the sales houses have the main say.

He believes the eight AIRC regions should each elect a representative and that the regional representatives should vote for a chairman.

Chiltern's MD Colin Mason is on record as saying that his station would not be able to stay in the AIRC unless it curtailed its activities and charged all stations an equal fee instead of one which was based on a stations population potential.

NOVA STRIKE GOES ON...

Despite the fact the station closed down long ago, the NUJ's Irish Council, has voted to continue its strike by journo's who worked for the station. They want the Nova staffers employed by Energy, the station which replaced Nova and which is managed by former Caroline DJ Tony James.

DPP TRIGGERS BIGGEST-EVER TRIAL UNDER MOA

The Director of Public Prosecutions issued a number of summonses for alleged offences in connection with offshore radio between May 1984 and November 1985.

Rob Day, John Cole, Nick Murray, Lynn Murray, Roger Carr, Robb Eden, Phil Payne, Captain Pasternoser and Tony Elliott have been ordered to appear at Sittingbourne Magistrates Court on May 15th.

They are charged with criminal conspiracy of operating an offshore radio station, obtaining advertising and a number of other alleged offences.

Rob Day, Robb Eden, John Cole and Roger Carr have been charged with procuring advertising in contravention of the Marine (etc) Broadcasting Offences Act 1967.

Tony Elliott, publisher of the London listings magazine Time Out has been charged with carrying a listing for Radio Caroline in his publication.

It is thought that most will be pleading not guilty and asking for trial at Crown Court.

It will be the biggest ever trial in connection with offshore radio broadcasting. The Marine (etc) Broadcasting Offences Act 1967 was passed by the Wilson Government. It resulted in the closure of all offshore stations off of the United Kingdom coast, with the sole exception of Radio Caroline, which at the time had two ships: one off of Essex and the other off the Isle of Man.

Caroline used a base in The Netherlands to operate from. Advertising was officially sold through an Amsterdam office, with supplies being sent to both ships from IJmuiden, Holland. In theory the station was operating with no link with the United Kingdom.

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The situation since the mid-seventies, when The Netherlands also outlawed offshore radio broadcasting by its own nationals, has been the stations being supplied and serviced from such countries as Spain and the United States of America.

When Laser-558 came on the air it claimed it would be operated legally; employing only non-UK nationals, selling airtime to and by non-UK nationals and non-UK companies and supplying the mv Communicator from Spain.

Whereas Caroline had been operating without official interference for many years, Laser was jumped on by the DTI, and a number of prosecutions were taken out. Suppliers of the station were hounded and eventually the DTI mounted what the station itself came to bill as 'Euroseige' with a Government-financed 'monitoring' vessel filming, photographing and logging every vessel that approached, officially both Caroline and Laser, but in effect, Laser for the most part.

The 'Euroseige' was called off the moment that Laser closed down and its skipper sailed the ship into the port at Harwich in November 1985.

There was no official complaint against offshore broadcasters (then Caroline/Monique from the Ross Revenge being the sole survivors, again) until the mv Communicator was sold by tender to Ray Anderson of East Anglian Productions. Then pressure was put on suppliers in the port area not to supply the ship with fuel oil and other items that might permit the ship to return to her role as a radio-ship off the United Kingdom coast.

To observers it was quite a strange position. On one hand the pirate, out of money and with no further cash-injection possible, closed down and was issued with a writ for debts due from the station to certain individuals and/or companies. The Admiralty Marshal decided to sell the ship to the highest bidder. It went to Ray Anderson's company for £35,000 -

though its true worth was ten times that amount.

Anderson said that he would sell the ship and he did so to a Panamanian corporation. What they did is now history - and it was also quite legal. Again the DTI started a stream of allegations of the station causing interference to aircraft and shipping and alledging that it was an illegal station.

The simple facts, from an unbiased point-of-view, are; Laser Hot Hits (as the station is now operating) is legal. It is aboard a Panamanian registered vessel in international waters. It requires no licence from this or any other European country to operate. The DTI (and others) claim that there are international regulations to forbid offshore radio stations. True; but international regulations can only be made law by individual nations and states as domestic laws. Britain passed the Marine (etc) Broadcasting Offences Act which can mean it is illegal for a UK citizen to work for, advertise on or supply an offshore radio station. The British law does not make it a crime for a Panamanian Corporation to operate a radio station on the High Seas, or an American Corporation to sell airtime for it. Neither can it make it an offence for any non-UK national to work for that station on the High Seas. British laws can only extend to Britain and British subjects (in some circumstances). (For example, the Metropolitan Police will not arrest you on arrival at Dover for a speeding offence in Belgium.)

The MDA was introduced, as we have said previously, by the Wilson Government in August 1967, and was condemned at the time by many MPs of the Conservative Party. In particular they didn't approve the way in which it would make it an offence for a Priest, Vicar or Minister of Religion to make such a broadcast. There were other reasons, too, but with its majority the Labour government of

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that time defeated the opposition and the law came into effect.

One of the questions that must be asked, time and time again, is 'why are the DTI so-much against Laser?' Yes, there is a law which says what it does. Yes, one would expect our authorities to uphold the laws of the land. But to what extent? Does mounting a 'spying' operation OUTSIDE of the United Kingdom on foreign-registered and owned ships qualify?

Does Laser (or Caroline) do anybody any harm? What is the DTI really afraid of? For years the reasons for banning the activities of new radio stations was the lack of frequencies. Now we are told there are frequencies. For years we were told that international agreements meant that such trans-national broadcasting could not be allowed. But now we are seeing everyone (legally) establishing radio, television and satellite services which cross-borders - with support from all nations, governments and broadcasting authorities.

At one stage certain ILR managing directors, the IBA and the DTI were attacking the pirates (and again, Laser more than Caroline) for being 'unfair competition' because they did not pay royalties on the music they played; could not be limited to the amount of advertising they carried and because they didn't have the 'must carry' regulations imposed on land-based radio services.

Now we have a Government proposing that land-based stations won't be forced to carry any particular kind of programming at the 'whim' of any broadcasting authority; agreeing that copyright regulations and needletime restrictions are out-of-date and must be done away with; and which wants to see more competition and thus provide true and beneficial 'consumer choice'.

If we are about to have 'hundreds' of new local radio stations, will the offshore stations really continue to attract the millions of listeners they do at the moment, even? It is somewhat doubtful. They will always pull an

audience - as will even the most specialist formatted station ashore - so will the DTI continue to purge the stations in the North Sea?

The publicity that the DTI drew from its threats against the pirates must have caused tens, if not hundreds, of thousands of non-offshore radio listeners to tune in and see what was on offer. If the DTI, Essex Radio's Eddie Blackwell, the IBA and others not spoken out against the pirate ships, things today would have been very different. Charlie Wolf would not have stared his on-air ranting and raving against the BBC, IBA, Eddie Blackwell and the others, and in turn they would not have found themselves getting more and more wound-up by the continued presence of such as Laser.

Perhaps it would be best for the Home Secretary to press ahead with a new Broadcasting Bill, and not a White Paper (which will only cause delay), and have it announced in the Queen's Speech at the opening of the next session of Parliament and have that legislation through in a jiffy. Having our regular broadcasting system brought up-to-date and having choice, through scores of new services, for listeners and broadcasters, will do far more to deal with the 'thorn in the side' of the DTI created by a couple of radio ships!

Meanwhile, a Court case is going to do no more than give more free publicity to the offshore stations.

BEEB CUTS

BBC Radio News is cutting the number of Special Correspondents from 12 to ten following a review of staffing requirements.

The National Union of Journalists has registered a protest at the decision.

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NEWSLETTER
RADIO! RADIO
EVERY FORTNIGHT!**

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ABD IN MEET WITH MARCONI CHIEFS

Following a recent meeting between Paul Boon of the Association for Broadcasting Development and Dr Stephen Fotherham and Douglas Holden of the GEC/Marconi Research Centre in Essex it was agreed there was an urgent need to plan future usage of the VHF/FM spectrum in the light of the Government's Green Paper on the future of radio.

The AED represents radio's would-be New Entrants, and the wide ranging views of those applicant groups in terms of the power levels and proposed coverage areas, were put forward to Marconi.

Both parties agreed that firstly existing available space on VHF/FM (i.e. the IBA FM allocation plus the space below 88.0 MHz) could be planned to provide up to a dozen stations in any 'typical' county.

Secondly, if simulcasting in local radio ceases, which is the Government's proposal, the 105.0 - 108.0 MHz VHF sub-band, becomes available in many parts of the country, more opportunities arise for New Entrants.

Thirdly, use of parts of 108.0 - 112.0 MHz were considered in order that long-term broadcast needs might be met.

The AED pointed out that expansion of the broadcast bands was already planned in the United States.

Marconi are currently planning, on behalf of the DTI, the allocation of other parts of the VHF spectrum. They demonstrated the use of their computer programme in defining broadcast coverage areas.

Phase One of ABD's proposals would allow for a range of different sized stations to come on-air with immediate effect; from county-wide stations to those serving towns and surrounding areas, to small neighbourhood operations. But frequency planning can only be conducted by considering all the arguments and evidence regarding

radio expansion in the United Kingdom. It is here that the AED have a unique role to play, representing the wide range of radio New Entrants.

The AED advocates services that include specialist music, ethnic and own-languages, truly local and those which comprise programmes made by listeners in any given neighbourhood. Together these services would ensure a broadening of consumer choice, as outlined in the Green Paper.

The ABD/Marconi meeting was one of a round of meetings with the IBA, The Cable Authority and Phonographic Performance Limited (PPL) and will help form part of AED's post-Green Paper submission.

JOBS FIGHT GOES TO ACAS

The long-running dispute over proposed job cuts at LBC/IRN is going to the arbitration and conciliation service, ACAS.

The station management and the unions last week agreed to go to conciliation at a meeting during which the management said they would not withdraw its decision to require 34 jobs to go at the station.

The unions involved, the National Union of Journalists and the ACIT (The Association of Cinematograph, Television and Allied Technicians) pointed out that LBC/IRN is making more money now than at any time in its 13 year history.

Management had said they needed the job losses due to the introduction of new technology and to put the station in a better financial position to face the future.

The unions have warned that there had been fears that the dispute at LBC (the London 'news and information' station) and IRN (which provides a news service for the country's Independent Radio stations) could have resulted in 'disruption' to the IRN service to those stations.

NOW RADIO

LOCAL RADIO IN THE LONDON BOROUGH OF BROMLEY

CHRIS ANDREW
For NOW RADIO

A meeting was held at Bromley Central Library last Wednesday evening, April 15, to discuss the possibilities of setting up a local radio station to serve the Borough of Bromley in the light of the Government's Green Paper on the future of sound broadcasting.

The meeting was chaired by Tony Bailey, a resident of Bromley and formerly a member of a group bidding for a licence under the Government's 1985 radio experiment, and also a contributor to Pilgrim Sound, one of the unsuccessful applicants for the ILR franchise for Maidstone/Medway (Kent) in 1982. (Subsequently awarded to Invicta Sound/Norhdown Radio).

The meeting was attended by some 25 people who held an interest in this aspect of local sound broadcasting, including several people from the existing broadcasting establishment who live in the locality, and Bromley Hospitals Radio (BHR). Also in attendance, by invitation, were Paul Boon from the Association for Broadcasting Development and Chris Elliot from PAMS Productions, based in near-by Bexleyheath, and both of whom have expressed much support for the continued development of local radio in South London.

The meeting lasted over two hours and took on board the points-of-view of many of those attending.

Firstly it was agreed that Bromley, like so many areas throughout the UK, was not adequately served by the IBA and the BBC. One person in the audience (a former employee of the BBC) sighted Bromley as being, "... a no man's land... where neither the existing legal London stations, nor the Kent-based stations, were able to fulfill the needs of the area."

Another participant noted that Capital and LBC only seemed concerned

with inner-London and not greater-London.

A spokesman from BHR suggested that a significant degree of professionalism was necessary to achieve desired levels of quality programming. Yet another member of the audience suggested that comparisons be made with other small-scale stations. At this point, Chris Elliot, a former Radio Sovereign staffer, confirmed that the success of his station was due entirely to the degree of professionalism on levels of broadcasting, sales and management, and in his opinion future local radio in Bromley could do well in emulating the professional attitude of, not only Radio Sovereign, but also Radio Jackie.

Paul Boon, of the Association for Broadcasting Development, which represents radio's would-be New Entrants, said they were able to offer practical support from a national level. He outlined the Government's thinking of non-BBC services as they affected Bromley. The ABD suggested that (a) Research to identify a listeners' needs, (b) a cohesive plan for funding and, (c) a definition of a specific coverage area, to include adjacent areas, like Orpington, were necessary to achieve the proposed stations aims.

These suggestions were accepted and as a result it was agreed to hold another meeting in the coming weeks to review the progress made.

VOA INCREASES AUDIENCE

Listenership to the Voice of America has increased by 11 million to more than 130 million people tuning in at least once per week to one of the 42 different language services operated by the station.

The figures, from the United States Information Agency's Office of Research, do not include ratings for VOA-Europe or re-broadcasts of VOA programming by domestic radios.

NOW RADIO

LOOSE ENDS

BBC RADIO SHROPSHIRE is louder than ever before! That's because it's amongst the growing number of stations to install an OPTIMOD audio-processing unit. Appears it is really as essential as an antenna these days!.....

Thought that radio-tv simulcasting was new? Not at all! IN TOWN TONIGHT was broadcast on BECTV, Domestic BBC Radio and the World Service each Saturday night way back in 1954!.....

County Cork giant ERI has opened its new stereo studios which were built at a cost of a mere £50,000.....

OWEN OYSTON's empire extends beyond the RED ROSE RADIO Group, cable systems to the new Sunday newspaper, NEWS ON SUNDAY, which is launched on April 26. Oyston, who owns a chain of estate agencies in the North West, is the single biggest investor in the 'left of centre' paper.....

As the major review of its finances goes on, it's pleasing to hear that the BBC's Managing Director of radio, BRIAN WENHAM has had his own bathroom installed in Broadcasting House at a cost of £34,000! Deputy News Editor, JOHN WILSON, had to vacate his own office, immediately below, to allow builders to lower the floor thus giving the bathroom a lower ceiling.....

A bit of shuffling of documents came after a statement in the last issue in which it was claimed that the audience for RADIO CAROLINE had declined in the last year! Perhaps a little harsh, we thought, so coming shortly we should be able to provide a detailed guide to the up-to-date position of said station. Their own last survey was carried out by a major international advertising agency and it gave them a healthy 4.5 - 5 million weekly reach. A senior figure in the Caroline organisation tells us that he believes that the figure now is

actually up on that survey. Time will tell.....

No matter what, a claim by DJ TIM WESTWOOD that KISS-FM has 200,000 listeners could also be checked-out. To date there have only been a couple of unlicensed stations in London which have managed to get ratings like that. Still, whether it's 200,000 or 40,000 it is all an audience and all equally important - and possible to sell either figure to advertisers. You simply adjust your rate card to match the weekly reach and the advertisers' budget.....

You only have just over a month to ensure that your response to the Green Paper, RADIO: CHOICES AND OPPORTUNITIES reaches Room 664, Home Office, Queen Anne's Gate, London, SW1H 9AT. The closing date is 30 June 1987. Even if you agree with every word, or have an interest in only one particular section of the Green Paper, you should write saying so. A few words of encouragement and stating that you hope that the Government will press ahead with the introduction of the developments might also help our cause to see a bit more choice and opportunity. For goodness sake don't leave replying up to the radicals or the established operations, that would be very dangerous.....

Isn't the output of our television at an all-time low at the moment?! So, fellow-broadcaster, cash-in on the fact! Why not produce some one-liner's explaining to your audience that on your station the word 'repeat' doesn't exist, that radio is instant and always available at the switch of a knob. There are hundreds of radio stations - from around the world available on a normal radio - whereas a TV can only offer around 4 channels. "The Choice is Yours...!" What about some suggestions for a national campaign to promote radio as the exciting medium that it is.....

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Way back on September 28, 1923, ARTHUR R BURROWS, Director of Programmes at the BRITISH BROADCASTING COMPANY, wrote in the first issue of THE RADIO TIMES: "When WE broadcast Parliament - and it's bound to happen this century or next -" what a farsighted chap he was, even in those, earliest of sound broadcasting days!.....

Ever wondered about those satellite dishes installed at all ILR stations for the Queen Concert special last year - and which have stood redundant since? There are some fabulous possibilities for them - so what is wrong with coming up with a few ideas for their use? How about distributing IRE via satellite? NOW RADIO COMMUNICATIONS (in representative work for a United States corporation) recently received some very competitive quotes for satellite time which worked out a heck of a lot cheaper than BT land-lines. And how about THE NETWORK CHART being distributed via satellite (in stereo) rather than up the IRE mono-line which means we have no news feed for two hours, at least, every Sunday night? There are many possibilities for the satellite distribution of programmes, bits, commercials, interviews and even overnight programming for stations which are not yet 24-hour operations.....

YOUR HELP IS REQUIRED!

WHILST WE RECEIVE A NUMBER OF NEWSPAPERS AND MAGAZINES...WE STILL WOULD LIKE YOUR HELP...IF YOU COME ACROSS A NEWSPAPER OR MAGAZINE ARTICLE ABOUT SOUND BROADCASTING...COULD YOU SEND US A COPY? PLEASE MAIL THEM TO OUR FREEPOST ADDRESS, AND REMEMBER, NO STAMP IS REQUIRED...WE PAY THE POSTAGE! IF YOU CAN HELP...OUR THANK'S IN ADVANCE. HGLR

The DTI have been warning boat owners around the Thames Estuary that taking supplies and people to and from the offshore radio stations could result in prosecution under the Marine (etc) Broadcasting Offences Act.....

Meanwhile, the DTI are writing to all companies who have their products mentioned by deejays and in announcements on LASER HOT HITS 576. After receiving its letter, SUNDAY SPORT decided to publish the telephone number of the officer at the DTI who sent the letter warning the publication of the terms under which the United Kingdom is 'bound' to take action to prevent broadcasting from the high seas.....

Even we at NOW RADIO NEWSLETTER have received a letter from the DTI who said that their "attention has been drawn to publicity on the unlicensed broadcasting station Radio Laser, for example on Tuesday 7 April 1987 for your magazine." Of course, the deejays must have decided to give publicity themselves to this organ of our radio industry, as we could certainly not advertise legally on such a station and, even if we could, we wouldn't be able to afford \$50 per broadcast!.....

This Thursday (April 23) there is to be a public discussion and the title is "Radio In Crisis" - amongst the speakers Brian Venham (MD, BBC Radio) and Bevan Jones of the Community Radio Association. Brian West, Director of the Association Independent Radio Contractors, has decided against attending. Perhaps Mr Venham and Mr Jones do believe that the business is in crisis! Mr West, however, with all the developments over stations pulling out of his association, realises that it's not the industry that is in trouble - just a few of those people who are running it! The 'easy-ride' is over, folks!.....

NOW RADIO

LBC/IRN STAFFER BLASTS MANAGEMENT IN NEWSPAPER ARTICLE

The London Daily News carried an article recently headlined, 'Radio's bad news from down under' which consisted of four columns attacking the new shareholders, the Australian Darling Downs TV Pty through their UK subsidiary Chalford Communications Ltd, for the way in which they are handling affairs at LBC/IRN.

The article was written by one of the LBC staff 'in dispute with management' and who argued that the new Australian owners' drive for bigger profits is turning London's news station into 'talking wallpaper'.

Whoever wrote the article, we do not know. The newspaper did not publish a name, position, or any other indication - yet it carried what appeared to be a scathing attack on the station which was the first landbased legitimate commercial radio station on mainland Britain.

The newspaper article opened, 'It's no fun at LBC now. Who says so? The people who work at the London independent radio station. Reporters, Presenters, producers, engineers; all are working in an atmosphere that is - to quote one of them - "like a condemned cell". One regular correspondent to LBC programmes recently back after a holiday was heard to ask: "What's happened? Has someone died?"'

'Nobody has died, but the LBC millions of Londoner's know and love will do so shortly'.

'Which isn't to say that the station itself will disappear. Far from it - its management promises "more attractively presented, pacier, more upbeat, less worthy programmes". Fair enough. But what does it really mean?'

The writer went on to claim that LBC was going to go down-market as a direct result of falling into the hands of an Australian company. He/She

says radio in Australia is cheap, glib and profitable and for the most part wallpaper; a background to people's lives.

Further on the writer claims that it is not the audience figures for the station which are causing the Australians to make the changes - but their desire to make 'hundreds of thousands' profit from the station. The writer attacked the management move to get 34 redundancies and claimed that the station, if this move is finally approved, will have to run on a skeleton staff.

The article's author claimed that quizzes, competitions and more phone-in's, being cheap radio, are planned under the new regime and, as that is already done by the capital's other stations, London will be losing its alternative.

The writer, talking about Rhett Walker, Managing Director of Chalford, said he was so feared at LBC headquarters 'that it seems anything he says goes. One LBC journalist told me: "If Walker told the guys upstairs to jump into a bath of cold custard, they'd queue to do it and then pay him afterwards." The writer claimed that management accepted Chalford's cost-cutting proposals without question.

In accusing LBC management of failing to have a history of being strong or effective the article goes on: 'Recently, a senior member of management was making a rare foray into the basement (where the newsroom and studios are). He ventured into the control room, where he picked up a round silver object. "What's this?" he asked an engineer. "A compact disc," he was told. "Oh," he said. "I think I've heard of them."

The writer claims that, from the staff met, they have no confidence or respect for the management. It claims there is an 'Upstairs-Downstairs' syndrome very much in evidence at the station.

NOW RADIO

'Discontent has spread across the station staff like fog from a John Carpenter movie. "I used to look forward to going to work," one LBC presenter told me. "Now I wake up and think: Good God! Not another day in that place!"

The article claimed that, since Ed Boyle made some of his feelings known about a management directive relating to 'fairness' in his Sunday morning phoe-in programme, he has become subject to visits by the Managing Director. Further more it accused the MD of 'lurking in the corner' and vetting calls before they went to air. He was also accused of checking Boyle's response to them.

The article says that the proposed summertime programme changes would be in breach of the company's contract with the IBA.

It ends: 'London is to lose a unique and extremely popular radio service. Quizzes, competitions and prattle will take over from intelligent, informative news and talk. Soon it will be time to say LBC News Radio is Dead... Long Live LBC Quiz Radio.'

DOUGLAS HURD WILL BE TOP SPEAKER AT RADIO FESTIVAL

The Home Secretary and mastermind of the Green Paper on the future of this country's sound broadcasting industry, Douglas Hurd, will be the main speaker at The Radio Festival in July.

The event, July 15 - 17, is being held in Bristol.

John Whitney, Director General of the IBA and Brian Venham, Managing Director, BBC Radio, and John Tusa, Managing Director of BBC External Services will also be speaking.

Both Radio's One and Two will be carrying out live outside broadcasts from the event.

Mr Hurd's address will come two weeks after final submissions are taken in response to the Green Paper.

PENNINE CHANGES

Pennine Radio's newsroom will soon be staffed by only a News editor, News Producer and a Trainee, according to sources at the Bradford station.

The station is also stopping the airing of IRN audio - unless such items originate from Pennine.

The news policy will be to relay the IRN bulletin and follow it with around 2 minutes of local headlines.

Afternoon news bulletins will not be compulsory under the plans.

Recently a reporter has left the station, and another is due to go shortly.

EASTER PARADE A MASSIVE SUCCESS FOR LBC

In the first year of not being supported by the (now defunct) GLC, The Battersea Park Easter Parade this Sunday, was sponsored jointly by Wandsworth Council and LBC Radio.

Police estimate around 300,000 people attended the event, which drew more than eighty floats and attractions in the biggest ever parade.

Douglas Cameron, Steve Allen, Steve Jones and Peter Deeley provided commentary for LBC on the event.

GO WITH AIRE

Cadbury's 'GO!' are sponsoring the Radio Aire Roadshow this summer.

RED ROSE SETS DATE FOR WITHDRAWAL FROM AIRC

Red Rose Radio's three stations, in Leeds, Preston and Cardiff, will be withdrawing from membership of the Association of Independent Radio Contractors as of September 30th, 1987.

See full report on Page 5 of this issue of NOW RADIO NEWSLETTER.

NOW RADIO

AIR PERSONALITIES



DAN O'DAY

BUILDING A BIT

-PART THREE
DAN O'DAY
For NOW RADIO
in LOS ANGELES

In the context of personality radio, a "bit" often brings to mind comedy or humor of some sort...but you don't have to be funny in order to be entertaining or simply interesting. In this last installment of this series, we'll cover some tips and techniques for producing five non-comedy types of bits.

INTERVIEWS WITH CELEBRITIES OR PEOPLE IN THE NEWS

There are two things you must do if you want to insure a good interview: prepare and listen.

When preparing your questions in advance, think about what you really would like to know about your guest. Next, think about what your audience would really like to know. These two criteria for questions are much more important than knowing what your guest wants you to ask. If your guest is a TV actor who is going on about how popular his show is and the morning paper says the show is about to be cancelled, don't ignore that just because you don't want to embarrass or upset your guest.

Naturally, you should attempt to familiarize yourself with your guest's career/product/story. Read the book or the news clippings...or, at the very least, the press release! If you regularly interview celebrities or newsmakers, you should make it a point to read constantly - news magazines, newspapers, and the fluffy *People* type publications. This keeps you aware of what other people are talking about and gives you a broad overview of what's happening around

you. If you're interviewing a childbirth expert and you mention that you recently read a report stating that amniocentesis is being done much earlier in the pregnancy than it used to, your guest will be impressed...and, most importantly, your interview will be the better for it.

The other requirement is ignored by too many interviewers: to listen. If you're an air personality interviewing a guest, it should be more like a conversation than a formal interview. You should be prepared to depart from your scripted questions when the flow of conversation leads to some other unforeseen but interesting area.

It's easy to identify a disc jockey who doesn't listen to his/her guest. It usually sounds something like this:

STAR: *You're right, DJ. I do have fun on our television show. Sometimes it gets a bit dangerous though; why, last year we went on location in Africa, several crew members were eaten by lions.*

DJ: *That's great. Tell me, do you do much dating in Hollywood?*

If you listen closely to your guests, sometimes you'll catch them in a contradiction, an exaggeration, or even a lie. Unless you truly do wish to be a PR flack for your guest - and if you do, I suppose there's nothing wrong with that - you've got to call them on it. If you think your guest actually is lying but don't want to come right out and say, "I think you're lying," lay the blame for the question on some other, unidentified person: "Well, Fred, selling 85 million corn-dogs a week out of your trailer is quite an impressive feat, but some people say that number is greatly exaggerated and that in fact you don't sell more

NOW RADIO

than two or three hundred in a month."

A more direct way to handle that, of course - and one that is more interesting to listen to - is to state your doubts clearly: "Fred, I'm having trouble believing that you really sell 85 million corndogs. How many do you really sell?"

INTERVIEWS WITH OFFBEAT PEOPLE

These would be people who walk across the country backward, who keep rattlesnakes as pets, who form Howard Cosell fanclubs, etc. Again, the key here is to ask the questions your audience would like to ask. A little research will really pay off with specialised interviews like these. If you ask your record collector guest, "Do you have a mint copy of 'Stormy Weather' by the Five Sharps?" your guest will be delighted that you know something about his/her field and your listeners will be pleased that their representative (you) were so smart to ask such an informed question.

This next point should be obvious, but I hear too many air personalities who seem not to be aware of it: Don't patronise them.

TELEPHONE CONVERSATIONS WITH LISTENERS

Your job as an air personality is to manipulate your caller either into being entertaining or into setting it up for you to be entertaining. The key: *Treat them like people*, not like voices on the request line. When you ask what they do for a living, listen to the answer and make a comment appropriate to your experiences: "You're a veterinary assistant? Can you tell me how to get my dog to stop barking all the time?"

Often I hear an air personality talking to a contest winner and not paying any attention to what the winner is saying. It usually goes something like this:

DJ:What do you do in El Monte?

CALLER: *I'm with the Air Force, working on a top secret project that interviews aliens when they crash-land in their UFO's.*

DJ: *Uh-huh. And how do you plan to spend your ten dollars in Y96 Music Money?*

Each of your listeners has something interesting to talk about; it's your job to find out - as quickly as possible, perhaps before you put them on the air - what it is. If you allow your caller to have fun and make them look good, then you'll look good, too. Remember - when you speak on the air with a listener, your audience will identify with the listener, not with the big-time DJ. Treat the caller right and you treat your audience right.

BLUNT HONEST PERSONAL EXPRESSIONS

Your own pet peeves, expressed directly and with verve, can establish you in your listeners' minds as an entertainer who isn't all that different from them. A few months ago David Letterman had a very funny running bit on his late night talk show; it concerned his frustration in trying to get cable tv hooked up in his home. The cable company expected him to stay home all day, waiting for them to show up; naturally, they wouldn't give him an estimate of their arrival more specific than "between 8am and 7pm". Letterman ranted on about how unreasonable the cable company was and pointedly noted that his show was on "free tv, which is the way God intended it to be!" It was very funny, and somehow it was reassuring to hear that even a million-dollar-a-week television star has to put up with some of the hassles as the rest of us.

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CONFRONTATIONAL PHONE INTERVIEWS

With phone interviews of any kind, don't spend too much time on social amenities. A quick "good morning" is all you need at the beginning. "Good morning, Congressman Smith. Because you are Chairman of the Congressional Ethics Committee, I'm hoping you can explain to me why the Committee fired the Chief of Pages for fooling around with the female pages and they're still on the job."

With these two opening sentences you've established:

- * Who you are calling
- * What the subject is
- * Why you feel it's important enough to call about.

Again, ask the questions that your listeners would ask and that are provoked by your guest's answers. Politicians (and PR people, too) are practiced in deflecting a direct question with a mealy-mouthed, meandering answer that sounds impressive but says nothing. Here's a simple and extremely effective way to deal with the guests who try to avoid answering your direct questions. Simply repeat the question.

DJ: *Ms Smythe, why should we taxpayers be expected to pay for your company's cost overruns when you've promised to do the job for a set price?*

MS SMYTHE: *A good question, DJ. With the world situation like it is, I think it's important for all of us to concern ourselves not only with producing equipment as efficiently and cost-effectively as possible but also to insure that the quality of the equipment doesn't suffer.*

DJ: *Yes, but why should we taxpayers be expected to pay for your company's cost overruns when you've promised to do the job for a set price?*

Keep repeating the question until you get a direct answer; this is an extremely effective interview technique.

Ending the interview: Interestingly, I believe you should be a bit more polite to your 'confrontational' guests than you are to other phone guests. At the end of the confrontational interview, formally identify your guest by name and title, and offer your thanks: "Thank you for taking the time to talk with us today, Mr Jonze."

Why end the confrontational interview with politeness? Well, it suggests a certain amount of class on your part. And even if you totally disagreed with your guest, he or she contributed time, effort and energy to helping build a bit for *your* show.

INTERVIEWING EFFECTIVELY

- * BE PREPARED
- * BE READY TO IMPROVISE
- * DON'T BE AFRAID TO CONFRONT GUESTS
- * TREAT CALLERS LIKE PEOPLE

DAN O'DAY WRITES REGULARLY FOR NOW RADIO NEWSLETTER. HE'S ALWAYS INTERESTED IN WHAT READERS HAVE TO SAY. YOU CAN WRITE TO DAN C/O NOW RADIO, PO BOX 45, KETTERING, NE16 0NW OR DIRECT TO DAN O'DAY, 1237 ARMACOST AVENUE, SUITE 6, LOS ANGELES, CALIFORNIA, CA 90025, U.S.A.

IN ADDITION TO WANTING TO HEAR YOUR COMMENTS, DAN WOULD LOVE TO HEAR A CASSETTE AIRCHECK OF YOUR SHOW, TOO! WHO KNOWS? YOU MIGHT END UP IN A FUTURE DAN O'DAY COLUMN IN NOW RADIO NEWSLETTER!

NOW RADIO

ABD MEMBERSHIP INCREASE RECORDED

The Association for Broadcasting Development report that membership for the month of March was up. A number of enquiries were generated at and around the time of the publication of the Green Paper on the future of radio on February 25th, and these have filtered through to people registering membership.

Among those expressing interest were leading figures in the radio broadcasting industry.

In the March edition of the ABD newsletter an appeal was made to the membership to find out what new services listeners would like. Their responses will form part of the Association's post-Green Paper submission to the Home Office.

The ABD is also said to be forming a 'Think Tank' of experienced radio industry personell to review the practicalities of issues raised by the members and subsequent responses of the Cable Authority, the IBA and other relevant parties.

ESSEX WEEKEND OF A THOUSAND HITS

Essex Radio, the Southend-on-Sea/Chelmsford indie ran 'The Weekend of 1,000 Hits' over this Easter holiday, culminating with the all-time number one song last night (Monday).

Over recent weeks staff at the station have been carefully studying the top-forty charts from the last 30 years for the 4-day music special.

The 'Weekend of a 1,000 Hits' counted down the 1,000 biggest selling records in the history of recorded music, something the station's Head of Music, Geoff Cullen described as "A mammoth task!"

DARLING OF A PROFIT

Darling Downs TV increased its turnover 315% in the six months to December 1986 to 16.5 million Australian Dollars.

Pretax profits rose by 69% to 1.6 million Australian Dollars.

CITY STATIONS SOLD FOR A\$150

Sydney's 2MMM-FM (Two-Triple M FM) and Melbourne's 3EON-FM have been bought by the Hoyts Corporation for one hundred and fifty million Australian Dollars.

A new company, Hoyts Media, with capital of A\$150 million, has been set-up to operate the stations.

RADIO 648 PLAN

From May 9th the BBC will be operating a new 'service' for European listeners to its External Services.

In the past listeners to 648 kHz (medium wave) have been faced with unexplained changes in language as the World Service in English ceased and BBC French or German Service broadcasting took over.

Now from 0330 to 0600 gmt, 1030 - 1100 gmt and again from 1615 - 1900 gmt, the blend of English, French and German programmes plus English by Radio lessons on 648 kHz will be linked much more smoothly. This will allow listeners in Britain, Belgium, Holland, North West Germany and Northern France to enjoy a continuous run of programmes whether they are accustomed to listening in English, French or German - or a combination of all three.

The transmissions will have the corporate identification of 'BBC 648'.

GMT is now one hour behind British Summer Time. Thus 1615 gmt is actually 5.15 pm London time. 648 kHz is 463 metres.

NOW RADIO NEWSLINE (0536) 51 4437
SATURDAY 2 pm until MONDAY 9 am

NOW RADIO

RADIO WYVERN

WORCS WONDERS.

(we're thumping braggable
in Herefordshire too!)

Highest ABC₁ listening hours out of 43 stations

For full marketing information contact: Norman Bilton 0905 611755
or I.R.S. 01 - 258 - 0408

RADIO WYVERN

Sales Manager

Radio Wyvern covering Hereford & Worcester have a vacancy for a SALES MANAGER. The successful candidate will be an energetic early-riser capable of generating contracts personally and of leading a small but enthusiastic sales team. Previous media selling desirable. Good salary, commission and car. Full C.V. please to N.B. Bilton, Man. Dir., Radio Wyvern, 5 Barbourne Terrace, Worcester.

NEW RADIO GROUP

John Keith Jones has formed a new organisation which is known as the Federation and National Co-ordination for Community Radio (FNCCR) from his home base at Llandudno, North Wales.

However, with the CRA representing stations with a policy of providing non-profit-maximising operations and the Association for Broadcasting Development representing the interests of all New Entrants there is some doubt as to the need for another movement at this stage.

Reports that Shetland Islands Broadcasting Company may be members of FNCCR are untrue. The company does not belong to any organisation at this stage, though individuals may join.

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Another organisation, The Association for Small Independent Radio Stations bit the dust shortly after getting publicity a few months back.

Promoter of FNCCR, Jones, has been linked with the Conservative MP Keith Best, MP for Anglesey.

He is planning a Westminster meeting for July.

"I am not taking this one seriously," said one New Entrant. "We are quite happy with what the ABD have to offer..."

NOW RADIO NEWSLETTER

NEWS QUIZ

As this issue marks our entry into a second year of publishing this newsletter, we thought it might be a good idea to give you a few questions to test your memory of some of the events of that year....You'll find the answers in the next issue!

1/ WHICH ILR BOSS CALLED FOR A 'RENT STRIKE' AGAINST THE IBA?

2/ WHICH DUBLIN STATION IDENTIFIED ITSELF AS "ZCOM 100" FOR A WHILE LAST YEAR?

3/ IN MAY LAST YEAR, CAPITAL RADIO WAS HAVING TALKS, ABOUT A POSSIBLE MERGER, WITH WHAT STATION?

4/ WHICH BBC STATION RE-INTRODUCED A PLAYLIST LAST YEAR?

5/ WHICH 'STATE' ANNOUNCED IT WOULD BE GIVING BROADCASTING PERMITS TO THREE COMMERCIAL RADIO STATIONS?

6/ A NEW ORGANISATION, REPRESENTING MANY 'NEW ENTRANTS' INTO SOUND BROADCASTING IN THE FUTURE, WAS FORMED. NAME IT!

7/ WHICH STATION MADE THE UK'S FIRST LEGAL 'COMMUNITY RADIO' BROADCAST LAST AUGUST?

8/ THE BBC OPENED A NEW LOCAL/COUNTY RADIO SERVICE LAST NOVEMBER 5...WHAT IS THE NAME?

9/ RADIO VICTORY CLOSED DOWN..NAME THE STATION WHICH TOOK ON THE AREA FRANCHISE FOR PORTSMOUTH/SOUTHAMPTON?

10/ WHO RETURNED TO BBC RADIO ONE IN JANUARY?

11/ WHAT STATION BEGAN COMMUNICATING IN DECEMBER?

12/ TONY CURRIE WAS NAMED AS THE NEW CONTROLLER OF PROGRAMMES OF WHAT?

13/ WHO ANNOUNCED HE WAS QUITTING THE IBA AS DIRECTOR OF RADIO?

14/ WHO RETURNED TO BMS?

15/ WHO BECAME THE NEW PROGRAMME DIRECTOR AT BEACON RADIO?

16/ WHO WAS A NEWSREADER FOR RADIO ONE'S NEWSBEAT, AND WHO WENT FOR A LIFE ON THE HIGH SEAS?

17/ WHICH IR STATION MANAGED TO PULL THE HIGHEST ABC1 LISTENING HOURS OUT OF 43 STATIONS IN THE LATEST JICRAR BOOK?

18/ NAME THE THREE STATIONS THAT JOINED TO FORM THE YORKSHIRE RADIO GROUP.

NOW RADIO

COMMUNICATIONS

DAVID KNIGHT of Richmond, Surrey wrote: "As a regular reader of NOW RADIO I'm rather disappointed at the lack of offshore radio features. More articles along the lines of the Radio London Files would be welcomed..."

Amongst the messages left on the end of the newslines recording recently was the following: "Just to say it is very nice getting your Newsletter which is far more reliable in its appearance through the letterbox than ** magazine is. I'm thinking of giving that one up, quite honestly! It only seems to appear now about every seven or eight weeks. It would be quite interesting, however, to read about the unlicensed radio stations in and around London...."

BRIAN WATERS of London, SW7 wrote: "Good Work, NOW RADIO, Keep it up! BUT your enthusiasm for Laser over Caroline is hard to understand. For the few hours per week that Laser is available/on-air in London it seems their programmes are a poor shadow of the original while Caroline's are a lot better! Perhaps Laser should try to offer choice with a different format - MOR? Country?...."

CHRIS from Humberside wrote a summary of his recent visit to a couple of Ireland's local and private radio stations: "Dublin may have the super-pirate stations such as Sunshine and Energy, but if you want to find real radio at a community level the best way to do it is to hire a car and go off on your own."

We recently visited County Wicklow, Ireland and were surprised at the choice and range of radio that was available.

Bray Local Broadcasting (BLE) broadcast almost county-wide and supply a mix of local information, Irish country music and pop from studios actually in the town.

A little down the coast WLCB operate out of Wicklow itself. The whole station is managed by the inimitable Leo Doyle who has been with WLCB for nearly six years.

The station originally began as Wicklow Community Radio, but soon took advertising as a means of, firstly, survival, but secondly by popular demand, as numerous local businesses queued up at the door to have their products aired.

The station has seen most of the changes that have beset Irish Radio and seems to have weathered the changes relatively well. Although the Irish economy leaves a lot to be desired, WLCB still manage to be profitable and above all community orientated.

Most staff are local people and the station has a pop/Irish flavour during daytime shifts and a pop/MOR mix during morning and afternoon drive.

More recently the station suffered the loss of its very powerful 1kW AM transmitter when thieves broke into the protective cabin and removed the unit piece -by-piece. The station was, however, quickly back on its feet with a stand-by 250Watt unit that is still running today. The frequency in Co Wicklow is 1602kHz AM and 102.7 Stereo FM.

Still further down the coast is Arklow Community Radio. A very basic set up, but extremely popular with the locals. Normally on 239 metres AM but at present several faults have developed on the transmitter and this has put the AM service out of action. The FM service is approximately 50 Watts in stereo to the town, and as the station is not commercially funded, community announcements and pop music make up a large percentage of the output. ACR can be found on 99.2 MHz FM."

NOW RADIO NEWSLINE (0536) 51 4437
SATURDAY 2 pm until MONDAY 9 am

NOW RADIO

OPENINGS

Welcome to another selection of current radio job's around the country (and beyond!). Remember, entries in this section are free-of-charge to subscribing stations. Details should be sent in writing or by telex.

OPENINGS
NOW RADIO NEWSLETTER
PO BOX 45
KETTERING
NORTHANTS
NN16 ONW

Telex: 8951182 GECOMS G [NOW RADIO]

We are now holding the details of a number of PRESENTERS who are available for work. Any station Programme Director looking for staff may wish to call us on Kettering (0536) 51 44 37 if they feel we may be able to assist.

Liverpool's RADIO CITY has vacancies for SENIOR SALES EXECUTIVES who have a proven media selling background. You need to be self-motivating, enthusiastic and intelligent. A basic salary plus commission package is on offer plus a company car and other fringe benefits. Write in strict confidence to: The Managing Director, Radio City, PO Box 194, Liverpool, L69 1LD.....

BBC RADIO SCOTLAND has a vacancy for a SCOTTISH POLITICAL CORRESPONDENT who would be based in Edinburgh. You'll be required to report on and interpret the political scene in Scotland and at Westminster for a range of programmes both by Radio Scotland and the rest of the networks. You'll need first-class journalistic experience, proven editorial judgement and a record of successful news-gathering; a proven knowledge of Scotland and Scottish politics;

the ability to work independently and the temperament to provide accurate well-written scripts and copy under pressure. You must also have a current driving licence. The salary range is from £14,725 to £19,115 plus an annual allowance of £1,020. Ref Number 3344.....

BBC RADIO BRISTOL has an opening for a REPORTER. You'll be working in a joint radio and television newsroom, contributing to a service of hourly news bulletins and daily current affairs programming. Usual requirements for such a post - plus you must be prepared to live close to the radio station. Knowledge of the Radio Bristol transmission area and broadcasting experience is also desirable. Salary range £8,954 to £11,110 plus annual allowance of £597. Ref Number 3325.....

BBC RADIO CLEVELAND is looking for a PROGRAMME ASSISTANT to help in preparing and compiling programmes, as well as using technical broadcasting equipment. You will also present some programmes and provide continuity services. You should have an interest in and appreciation of Local Radio and its role in the community, together with an interest in a wide range of topics. You must have achieved a good educational standard and have experience in a relevant field, such as journalism or broadcasting. A good mic voice, driving licence and the ability to operate and understand technical equipment is essential. The position is based in Middlesbrough. Salary range is from £7,874 - £11,110 plus annual allowance of £597. Ref number 3305.....

BEACON RADIO requires a JOURNALIST to JLR1 standard with outstanding presentation skills, flair and energy. CV and demo cassette should be sent to Tony Attwater, Head of News, Beacon Radio, PO Box 303, Wolverhampton, WV6 0DQ.....

NOW RADIO

openings, continued:

CHILTERN NETWORK are after an EXPERIENCED JOCK to host a busy, fast-paced mid-morning music and features show. You will work from all three of the network's studios. You must be a hot jock, but also capable of carrying out intelligent interviews. Salary by negotiation. Send c.v. and aircheck to Phil Fothergill, Chiltern Network, Chiltern Road, Dunstable, LU6 1HQ.....

ESSEX RADIO has an opening for a creative COMMERCIAL PRODUCER. Top line salary and incentive bonus arrangements. Send application with cassette of your creative work to S. Cooke, Essex Radio, Radio House, Clifftown Road, Southend-on-Sea, Essex, SS1 1SX.....

LONDON UNLICENCED STATIONS CONTINUE TO BE 'HIT' BY DTI

The RIS squad from the DTI's Radiocommunications Department are continuing to strike at London's pirate radio stations, despite claims that, following publication of the Green Paper, Radio: Choice & Opportunity, it would be followed by an easing of action against such operations.

It appears that the budget for the squad had almost run out and with the start of a new financial year, and an introduction of a new year's budget to finance operations against the illicit broadcasters, action was able to resume in force.

A recent weekend saw 15-20 raids on stations - and sources in the pirate radio world in London are now warning that the RIS will be striking at studio bases of stations. Until now most stations, using complicated linking systems, have felt their studios to be more-or-less safe. Last week Studio One Radio had its studios raided.

LOOSE ENDS

BBC RADIO 3 is relaying a number of news bulletins from the WORLD SERVICE at the moment as part of an 'experiment'. Could this be a bit of a 'taster' ready for the Beeb to suggest that the Radio 3 AM channel becomes their proposed 24-hour-per-day UK relay of World Service output? Any comments?!

SOLAR RADIO have been reminding their listeners that a General Election is on the horizon and they should ask their candidates whether they support the liberalisation of the airwaves. Interesting. Mind you, whilst we know that the Government has a policy, and promises to bring in a new Broadcasting Bill after the election, giving us what we want, the other parties seem to have no Broadcasting Policies. Indeed, Norman Buchan wanted to bring Broadcasting under the wing of an Arts Ministry and duly found himself ousted for his suggestion.....

A caller left this on the answering machine... "Under UK law ILR stations have an obligation to the communities they serve and the IBA to serve the community with public service broadcasting financed by advertising. So, dare one ask, what has happened to the public service element in programming? How does the IBA get away with allowing stations to drop so much community-service programming and introduce Laser-clone operations that have nothing really that 'local' to offer? ILR stations (and the IBA) are guilty of breaking the terms of their contracts, breaking the proposals under which franchises were awarded and, at the end of the day, deregulating themselves ahead of official deregulation. Hardly a fair way of operating, is it?" This kind of opinion has been expressed, we should point out, by quite a number of readers.....

NOW RADIO

CHILTERN IN STORM OVER AUSSIE SHARES

A major row has exploded between Chiltern Radio and Australian Paul Ramsay Broadcasting - one of the stations major shareholders - and a company with growing shares around the IR network.

The Independent Broadcasting Authority has been drafted in to sort out the situation.

Paul Ramsay Broadcasting acquired a 10.2% stake in the Dunstable-based station at the back-end of last year - and Chiltern's managing director Colin Mason is furious claiming the Australians had only got the go-ahead on the understanding that they sold their shares - and to-date they have not made a move.

Colin Mason is reportedly against any Australian involvement in UK commercial radio and says he knows that the IBA is as dismayed as his company is. He called Ramsay's refusal to honour its undertaking to divest its shares in the station as 'disgraceful'.

A spokesman for the Australian group claimed it had no written contract or agreement with Chiltern to divest.

SHANNON SHOW ON 15 STATIONS

Westwood One's Scott Shannon programme, 'Rockin' America' - the weekly syndicated US countdown - is now being aired by 15 United Kingdom stations.

Susan Jolley, at Westwood One, expressed her company's delight at the UK support for the top-rated US chart show.

"We now have 15 stations confirmed, including the Scottish network, with a potential audience of over 14 million."

The stations committed to Scott Shannon's programme are West Sound, Pennine Radio, Radio Tay, Radio Forth, Radio Clyde, Radio Wyvern, Viking

Radio, Moray Firth Radio, Leicester Sound, Chiltern Radio Network (including Northants 96), Radio Trent, Radio Hallam, Signal Radio, Mariner Sound and BBC Radio Derby.

ROSE'S RAMBLINGS

I heard the last in the present series of 'The Head and Shoulders' series of sponsored programmes on Radio Luxembourg on Sunday night. Yes, I was having a sneaky listen whilst I was myself on the air, but it was well worth it. To the two presenters - well done!! I particularly liked the sketch where Presenters from 'a rival station' attempted to take-over the show and introduce community information, what's on info, lost budgies and the like! Of course, Batman was called in and the Presenters were sent packing! I look forward to a bit more notice of the next series - and let's hope that more of us can enjoy it then! A most entertaining and professional programme.

One of our regular contributors, Rob Chapman, met up with Johnnie Walker last week and has returned to Northamptonshire full of praise for the idol of so many of today's jocks.

Rob said he was the most un-egotistical and natural guys he had met.

I told you so, Rob!

Reminds me, another of my major influences (not only 'cos he was my first PD) Stevi Merike is not that many miles up the road from Kettering - at Nottingham's Radio Trent... must look him up one of these days...

Finally, no matter what is going on between the ILR stations and the AIRC/RMB - I want to wish the new Chief Executive of RMB the very best of luck. Geoff Moffatt is a dedicated pro, with loads of energy. pity he's caught up in all that mess..... HGLR

NOW RADIO

RADIO TARA

Next summer British listeners will be encouraged, through a massive publicity campaign, to enjoy what, in effect, will be a daytime service of Radio Luxembourg.

The station, on 254kHz, will be Radio Tara and it will be a joint-venture between the Irish state broadcasting organisation, RTE and the long-established European commercial radio station.

Radio Luxembourg plans to market Radio Tara in all areas outside of Ireland. In Ireland, RTE will handle that job.

Tara will allow Luxembourg to offer existing, and future, advertisers a package that, for the first time, will mean they can get messages across to daytime audiences. Night time programming on Luxembourg, by the very nature of the time, appeals to young people - but Tara will have a wider potential audience - and the programming will reflect that.

£4 million is being invested in the station which should cover the whole of the United Kingdom, with the sole exception of the South-East. Luxembourg's managing director Maurice Vass isn't worried. He claims the potential audience still is above 30 million people.

Luxembourg are planning to break-even in year three. They expect they will be expanding the advertising cake for commercial radio, and be taking an audience from BBC Radio One, rather than the Independent stations.

Judging by current trends, where Luxy is seeing an annual increase in profits of 20% or more, and sponsorship money accounting for a greater proportion of the station's income than spot advertising, the new station will be looking at a similar kind of offering to advertising agencies and their clients.

As time goes on, we will be reporting more on this joint-venture between RTE in Ireland and Radio Luxembourg.

PRESLEY MOVEMENT IN APPEAL TO BROADCASTERS

The Elvis Presley Fan Club is asking broadcast journalists to help set the record straight over the death of the rock star.

They say Presley, who died of a massive heart attack on August 16, 1977, did not die of a drugs overdose. They say he was not a junkie, take illegal substances and did not spend the last year of his life as a recluse behind the ten foot high walls which surround Graceland. The Elvis Presley Fan Club also inform broadcasters their hero did not talk to his still-born twin brother, was not obsessive over his late mother and he was not a pervert.

They say that they find it strange that in spite of an autopsy which revealed that no illegal substances were present in the dead singer's body, the media almost always state that "Elvis Presley died of a massive drugs overdose..."

1987 sees the 10th anniversary of Elvis' death and the Fan Club want journalists to set the record straight and commemorate the passing of the world's greatest popular music entertainer. They say Presley had more influence on the music business than any other recording artist. He sold over a billion discs and have away a billion dollars. They say that far from being a recluse, the singer appeared at more than 150 sell-out concerts in the last year of his life.

The Elvis Presley Fan Club has prepared a special press pack for bone fide journalists.

Their address is: The Elvis Presley Fan Club, PO Box 4, Leicester, Leicestershire, LE3 5HY.

Their telephone number is Leicester (0533) 53 72 71.

Again the date for your specials... August 16th...

NOW RADIO

PARIS MOVES

More than eighty radio stations are now broadcasting in Paris on the 22 allocated and authorised channels for that city.

Now the CNCL is to authorise 40 new frequencies in the city and 25 in its surrounding areas, an area with a population of more than 12 million people.

A report says over 300 candidates are interested in the channels.

WEST GERMANY

47 applications have been lodged with the Bavarian Media licensing body for a permit to broadcast to the area taking in around ninety percent of the state.

Applicants must have budgeted for technical and programming costs of a minimum of DM25 million.

Applicants already involved financially in local radio would be required, if successful, to shed those interests.

There are now private radio stations in North Germany: Radio Schleswig-Holstein, Radio Hamburg and Radio FFB. All received their finance from newspaper or periodical publishers.

Bremen, which has no private station, is about to see Radio Bremen, the state owned service, add a fourth channel.

There are now 13 private stations in West Germany. Eight are in Bavaria. By the close of this year the number of private stations will have risen to at least 170. More will switch on next year.

There will be 40 stations coming on stream in North-Rhine Westphalia, 85 in Bavaria and 74 in Baden-Wuerttemberg.

The only West German states, so far, not to permit private radio stations are Bremen and Hessen.

RADIO 3 FALKLANDS HISTORY

BBC Radio 3 starts a new series on Sunday April 26 - 'The Little Platoon - The Long Struggle For The Falklands.'

It is an eight-part series in which Michael Charlton examines the 17 years of diplomacy which preceded the 1982 war between Great Britain and Argentina.

Help has been forthcoming from Ministers and officials responsible for the formulation of policy during that period.

Those participating from Great Britain, Argentina and the United States of America include Sir Bernard Braine, James Callaghan, Dr Oscar Camilion, Lord Chalfont, Sir Frank Cooper, Dr Micanor Costa Mendez, Lord Greenhill, Alexander Haig, Sir Nicholas Henderson, Jeane Kirkpatrick, Admiral of the fleet Sir Henry Leach, Admiral of the fleet Lord Lewin, Richard Luce, Sir John Nott, Sir Michael Palliser, Sir Anthony Parsons, Javier Perez de Cuellar, Francis Pym, Ted Rowlands, Lord Shackleton, Lord Stewart, Vervon Walters, Casper Weinberger and Sir Anthony Williams.

The series airs at 5.30pm Sundays on Radio 3. The series producer is Cathy Wearing.

MYSTERY LONG WAVE SIGNAL SETS OFF ALARM

Just about two weeks ago we received a telephone call from a NOW RADIO NEWSLETTER subscriber in the West Country asking if we had heard the test transmissions on 254kHz Long Wave. We, in fact, hadn't.

However, tuning to the long wave, we were not to hear test transmissions on 254 kHz but a strong carrier on 227 kHz!

Our immediate decision was to check with the BBC. They knew nothing

NOW RADIO

210 UP-MARKET MAG DEAL

Reading indie Radio 210 is launching a bi-monthly controlled circulation magazine 'Business Action' with Kestrel Publications.

The publication, along the same lines as a similar project originated by Red Rose Radio, will be aimed at the business community in the Thames Valley region of south-east England.

UNS LAUNCH SCOTS NEWS NET

Universal News Services (UNS) launches a new news network this month which will be of interest to both existing and proposed radio stations.

UNS Scotwire will use Press Association facilities to reach Scottish radio, television and newspapers.

UNS was bought out by the PA last summer.

AWARDS

Gordon Adam, Programme Organiser for the BBC's External Service Pashto language output and Julian Marshall, a Producer with the African Service have been awarded this year's BBC Onassis bursaries.

Eugenie Johnson from Radio Grenada was also a recipient.

The awards were launched last year.

CLYDE WINS

Radio Clyde has won the top prize in the European Road Safety Year awards for the second year in a row.

The award was for the Glasgow station's efforts in making listeners more safety conscious. The award was introduced by Lynda Chalker when she was Minister of Transport.

Clyde has also won in the category called Best Reporting of a Road Safety Issue for a documentary featuring treatment given to brain-damaged accident victims. It was produced by

Radio Clyde's News Editor, Colin Adams.

IRN IN USA

Douglas Moffitt, IRN's City Editor, is filing a European Business Report to a New York radio station on a trial basis.

ESSEX AIMS FOR OLDER LISTENERS

Southend-on-Sea independent station Essex Radio has introduced some programme format changes in an attempt to win more listeners in its new target audience group in the 25 - 44 age group.

Local news now airs for an hour later each evening, now closing its own news room after the 7pm bulletin.

Headlines on the half-hour during am drive are replaced by four-minute bulletins and a 15-minute news bulletin is now being aired at 6pm.

RECORD CASH PRIZE FOR DUBLIN INDIE

Leading Dublin city commercial station, Q102, gave away the biggest-ever cash prize to a listener last week.

The sum was £6,200.

CAROLINE EXTENDS HOURS

Caroline 558 has returned to broadcasting 24-hours-per-day in the last week.

YOUR SUBSCRIPTION

TO CHECK WHEN YOUR SUBSCRIPTION EXPIRES, LOOK AT THE ADDRESS LABEL IN WHICH THIS COPY OF THE NEWSLETTER ARRIVED.

YOU WILL SEE A SERIES OF NUMBERS AT THE TOP OF YOUR ADDRESS. FOLLOWING THESE NUMBERS WILL BE 'NR' FOLLOWED BY ANOTHER NUMBER... THAT IS THE ISSUE YOUR SUB EXPIRES.

FOR EXAMPLE 3532-NR25 WOULD MEAN YOUR SUB EXPIRES WITH THIS ISSUE. DON'T FORGET TO RENEW!!

NOW RADIO

CHANNEL CHANGES

Marcher Sound (Wrexham) will be changing FM frequency from 95.4 to 103.4 on May 20th.

Other changes planned are: Radio Broadland (Norwich) from 97.6 to 102.4, Radio Clyde (Glasgow) from 95.1 to 102.5, DevonAir (Exeter) from 95.8 to 97.0, DevonAir (Torbay) moving from 95.1 to 96.4, Plymouth Sound from 96.0 to 97.0, Red Rose Radio from 97.3 to a frequency yet to be officially announced, Swansea Sound from 95.1 to 96.4 and Dundee's Radio Tay from 95.8 to 102.8 MHz.

IBA Engineers hope to carry out these remaining frequency changes by July.

RATE CARD HIKE UPSETS CLIENTS & AGENCIES

The new advertising rate cards introduced by BMS on April 1st have upset a number of Advertisers and their Agencies.

At least one major advertiser is reported to have stopped advertising on BMS stations.

Agency estimates say that the adult cost-per-thousand cost has increased from 60/70p to £1.00/£1.20p.

BMS says this is justified by market pressures as advertising revenue for January and February '87 rose by around the same proportion.

UNION ASKS MEMBERS TO WRITE TO MPs OVER GREEN PAPER

The National Union of Journalists is establishing a committee to examine the implications of the Government's Green Paper on the future of radio and has asked for the views of its membership in order that the union can submit a response by the closing date, June 30th.

The NUJ's opinion is that the Green Paper is a threat to the future of independent radio and limits the role of public service broadcasting to the BBC.

The NUJ is asking its membership to write to their local MPs and has provided branches (chapters) with draft letters they should use.

The union branch letter to MPs from a local BBC station reads:

"We are writing to you as journalists who play a role in ensuring that your activities and actions as an MP are fully reported to your constituents and community.

We believe that you, like us, understand the important role that local radio can play in enabling MPs to explain their views and actions to constituents - and on occasions for constituents to express their views to MPs.

However, we feel that in the future our role could be seriously under threat. We note that in its Green Paper on the future of radio the Government does appear to support the view that the BBC should continue its 'public service' commitment to local broadcasting. But that in no way can be taken as a guarantee for the future.

Already the managing director of BBC radio, Mr Brian Whenham, has made clear that plans for completing the 'chain' of local radio stations is on ice. In addition one of the first roles of the new Director General, Mr Michael Checkland, will be to decide how best the BBC can use its resources in a climate of growing financial pressure and commercial competition.

Given that the Green Paper proposes the effective deregulation of the existing

NOW RADIO

commercial radio network - which will almost inevitably mean hard-pressed companies cutting back still further or even abolishing a proper local news service - the temptation for the BBC to withdraw from this area as well clearly exists.

We hope that you, as local MPs, will oppose this at every opportunity. We do not deny that we clearly have a personal interest! But we hope you will agree that local radio has now established itself as an important channel of local communication and should be defended.

We shall be working through our Union, and with our colleagues in independent local radio, to develop a campaign in support of local broadcasting. We hope we can count on your support."

The draft letter suggested by the Union's head office for ILR journalists to send to their local MPs reads as follows:

"Each independent radio station has made a promise to its listeners that it will provide a good local news and current affairs service. That promise, made at a time when such a commitment was expedient in order to secure a franchise from the IBA, is now clearly being broken throughout the ILR network.

All over Britain newsrooms have been whittled away to the point where, often, three or four journalists are expected to cover a wide news area. Even the big, highly profitable stations in the metropolitan areas are reducing their commitment to local affairs and politics.

Nowhere is this demonstrated more clearly than at Piccadilly Radio in Manchester. It has

recently declared an after-tax profit of £300,000 and is enjoying a 22% boost in advertising revenue. It is not economic pressures, therefore, that have led Piccadilly to launch an assault on news and current affairs.

In particular, north-west MPs will be alarmed to hear of the scrapping of Jim Hancock's excellent 'The Week in View' programme, which extensively covers local politics and includes an in-depth interview each week with one of the regions MPs.

Piccadilly is now the only independent station outside London to send an outside broadcast unit to the party conferences to highlight the activities of north-west politicians. There are no plans to cover the conferences in the rest of the country.

At the smaller stations the problem is more acute and coverage of local politics has become something of a luxury.

It is imperative that the regulations drawn up to ensure that independent radio fulfills its commitment to news and current affairs be enforced. Radio companies are, naturally, in the business of making profits. But it is the job of the IBA, the Government and ultimately MPs to make sure that those companies, as well as making money, put something back into the community by providing a strong local element in news and current affairs.."

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24-HOUR 1500 SERVICE

BBC Programmers have decided to provide output around the clock on 1500 metres/200kHz Long Wave.

At present the BBC World Service is relayed, but only from 1am until 5.30am daily.

Now plans are for material to fill the gap between the Shipping and Coastal Waters Forecasts and the BBC World Service news bulletin at 1am (0000 gmt/utc).

The World Service will also continue on 200kHz until 5.50am when the station opens with its signature tune and the shipping forecast.

WDR GOES COMMERCIAL

Vestdeutscher Rundfunk is introducing advertising on its radio services. It is the last state station to accept commercials.

There will be a limit of 90-minutes advertising per day on WDR2 and WDR.

Spots will be first broadcast by th two channels from November 1, 1987.

NOW RADIO

S E R V I C E S G U I D E

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BROADCAST EQUIPMENT

SBS provide a complete range of broadcast equipment for radio stations of all sizes and in all markets. Full installation, design and back-up service by professionals. Write for free brochure and price list. SBS, 42, Grenville Road, London, N19 4EN.

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SOLID GOLD RADIO SOVEREIGN!! 60-minutes on cassette featuring some of the top-deejays, the quality jingles, commercials, PSA's, news bulletins... Send just £1.50p to: Now Radio, PO Box 45, Kettering, NN16 0NU.

CAROLINE MOVEMENT

Established in 1978, we publish our own magazine 'CM Bulletin' which gives extensive, in-depth, coverage of the Offshore radio stations such as Caroline 558, Laser Hot Hits 576 and Radio Monique and produce our own sales Catalogue 'CM Leisure' which includes hundreds of free radio souvenirs, rock videos, discount pop records and Caroline classic singles. For sample bulletin and catalogue send £2.00p (£1 is refundable with first order) or £6 subscription (for 6 issues plus free catalogues) to CAROLINE MOVEMENT, Dept NOW, BCM-BRFM, London, WC1N 3XX.

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THE ASSOCIATION FOR BROADCASTING DEVELOPMENT offers membership to all potential new entrants and existing broadcasters. Send for free details: ABD, 79 Caling Croft, New Ash Green, Dartford, Kent, DA3 8PY.

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THE ACCURATE STORY



The Voice of America "two source" rule: We won't put a news story on the air until it's reported by a VOA correspondent on the scene or it's confirmed by two independent news sources. And we use AP, UPI, Reuters, Dow Jones, NY Times, AFP and other international wire services in addition to more than forty VOA correspondents and scores of freelance stringers. The only exception — and a rare one — comes when a responsible medium has a

noteworthy "exclusive" and then we clearly cite the source. We do all this to make VOA News accurate. Because it's our job to give you NEWS YOU CAN RELY ON.

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