

Now **Radio**

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

**Issue No. 53
April 20, 1988**



CASEY KASEM (left) SHAKES THE HAND OF NORM PATTIZ
AFTER SIGNING AN AGREEMENT WORTH \$15,000,000 !!

THE MAGAZINE FOR TODAY'S
RADIO INDUSTRY

NOW RADIO

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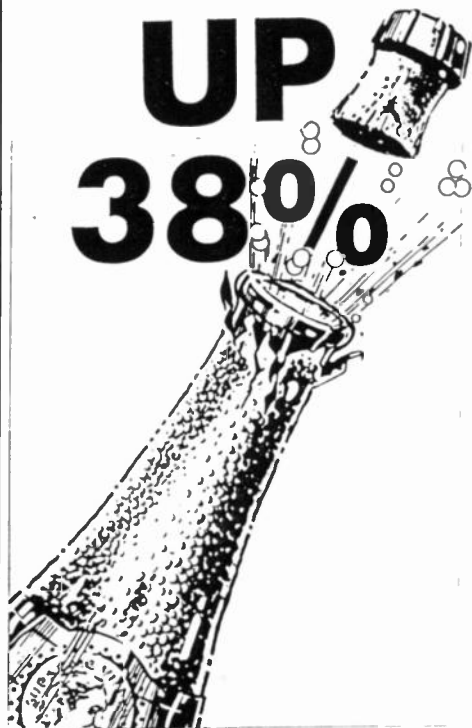
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Now Radio Communications 1988

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MASSIVE 38% INCREASE
in listening hours!

We've got it right!

INVICTA

R.A.D.I.O.

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NOW RADIO

Now

Radio

Issue No. 53
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EDITORIAL COMMENT

Split-frequency broadcasting is a strange British compromise which appears to have been invented as a way in which to quell the fear of competition from deregulation that many existing broadcasters suffer from.

ILR stations are now planning to push-ahead with the opening of new, second services. In effect two radio stations for one licence, or franchise. One on AM, one on FM.

An important part of the Green Paper (RADIO: CHOICES & OPPORTUNITIES) said that simulcasting was wasteful and should end. Most observers thought that meant existing stations 'giving up' broadcasting the same programme on AM and FM bands.

Instead, after certain deliberations between parties with vested

interests in the existing position, The Home Office came along with the ever-so-British compromise solution: offer different programming on each waveband, and you should be able to keep all your transmitters.

What's more, new entrants will still not be allowed to even consider such possibilities... and you can have at least a year's head-start over prospective new commercial and community broadcasters.

Thus, on June 1st, when COUNTY SOUND starts a new 7-day-per-week golden oldies radio service, THE GOLD AM, there will be more than a few disgruntled new entrants wondering why they still have to wait for the Radio Authority to be formed before they can transmit themselves.

This would appear to be what ILR would normally call UNFAIR.....

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COUNTY SOUND RADIO

ANNOUNCING A LITTLE PIECE OF UK RADIO HISTORY...

THE GOLD AM THE PREMIER FM



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

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

We were one of the very

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

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

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

styled: The GOLD AM.

To stay within current regulations, County Sound GOLD will operate initially from 5am-5pm, seven days a week. It will have its own team of Presenters and its own distinct style.

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

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

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

County Sound PLC · Professional · Stylish · Successful · Growing

JC RAB - 287

County Sound Radio, The Ferry, Guildford

178446 16. 2/88

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SOLID GOLD FORMAT FOR NEW CAPITAL SERVICE

Starting this Sunday, April 23, CAPITAL RADIO is making vast changes to its Sunday output.

As predicted by NOW RADIO, 'yuppie' CFM is out. In comes SUMMER CFM and a station aimed at younger listeners who want to hear up-tempo pop music.

Meanwhile, on medium wave, a new CLASSIC CAPITAL 1548 starts up. An all-gold music policy will be backed by several presenters moved over from the CFM operation. ROGER SCOTT, PETER YOUNG and PAUL BURNETT will be among the jocks heard on CLASSIC CAPITAL 1548.

At first the split remains restricted to Sunday. However, CAPITAL Programme Director RICHARD PARK believes that the whole weekend will be taken up by split frequency broadcasting by July.

A complete split, resulting in two totally separate radio stations, could start by the autumn - a year ahead of prospective competition from new local commercial and community radio stations.

Presenters on SUMMER CFM will include DAVID RODIGAN, JACKI BRAMBLES, MICK BROWN and PAT SHARP.

The drastic moves come following restructuring by RICHARD PARK which has been done since he took over programming the station after the departure of JO SANDILANDS. Already under PARK the station has had its first audience hike in several years.

RADIO AIRE PROGRAMME RESHUFFLES

Leeds' RADIO AIRE is introducing an Early breakfast show which will run 0400 - 0700 and be hosted by long-time overnight and relief presenter PAUL STEAD.

A new breakfast programme, hosted by the current afternoon drive host PETER TAIT, will start at 0700 and run until 1000. For him its a move back to an old 'favourite' slot. TAIT was moved from breakfast when the station experimented with late-night call-in show host JAMES WHALE presenting the breakfast show. TAIT moved to afternoon drive. After the WHALE experiment, ROSS RICKINSON was brought in from PENNINE RADIO to host the morning drive airshift.

RAY STROUD will be on-air two hours earlier, from 1000 - 1230, and JOHN HAMMON is moving from morning's to the 1230 - 1500 slot.

ROSS DICKINSON will move from breakfast to host the afternoon drive show.

The Non-Stop Top 20 hour from 1800 - 1900, which follows RADIO AIRE REPORTS, will be renamed CHART ATTACK!

CARL KINGSTON will continue to air from 1900 - 2200 and JAMES WHALE will lose an hour at the back of his show, which will now run from 2200 - 0100.

Overnights will be hosted by ADRIAN GREEN.

Final details to programme content have still to be firmed up before the schedule goes to air.

SPECIAL EVENT RADIO. . . .

UNIQUE OFFER

RADIO RIVERSIDE, the Special Events group has launched PROJECT JEMIMA. It's purpose is to sponsor a number of Special Event broadcasts ranging from a few days' to four weeks' duration. Under the project, groups will be supplied free with all transmission equipment, marquees, generators, studio fittings, all studio equipment including mixer, mics, record decks, cart machines, Revoxes, cell-phones, radio mics, communications equipment, banners, AA-type road signs, publicity and a video film of the broadcast. Participants to PROJECT JEMIMA have full sovereignty over their licence and in addition to the hardware for the broadcast can draw on RIVERSIDE's services for consultancy, acquisition of licence, programme control, arrangements for PRS and copyrights, set-up and test for the DTI, use of IRN, additional presenters and so on. Groups are encouraged to take on advertising and are given headed notepaper and envelopes for this as well as examples of mailshots and advice on selling airtime. There is no fee or commission involved. What the group makes on advertising is its own. PROJECT JEMIMA is intended principally at new Special Events for groups which would not otherwise be able to conduct Special Event broadcasts. In addition

RIVERSIDE will be offering subsidised services to other groups. Groups are advised to apply well in advance as PROJECT JEMIMA say they expect they could easily become over-subscribed. Details from (in writing): JEMAL HUSSEIN, PROJECT JEMIMA, RADIO RIVERSIDE, 310 Lee High Road, Lewisham, London, SE13. Telephone (01) 318 1797.

OYSTER RADIO LAUNCHED

COLCHESTER COMMUNITY RADIO, an applicant for a licence under the aborted community radio experiment, has been re-launched with the on-air name OYSTER RADIO.

14 prominent local businessmen are sponsoring the newly arranged group which hopes to start broadcasting in the Autumn of 1989.

DES SHEPHERD has joined OYSTER RADIO as Liaison Officer of its steering committee. He had been with CASTLE RADIO.

A major survey of listener-requirements in Colchester is currently being conducted by OYSTER RADIO to discover what listeners would expect from a new, community radio station. The group hope to cover not only Colchester but as far afield as Mersea Island and Tiptree. It has use of HOSPITAL RADIO COLCHESTER's studios.

DES SHEPHERD said: "I believe the plans for OYSTER RADIO are dynamic and imaginative and will offer the radio listener in Colchester something new and exciting." Chairman of the steering committee is NIGEL FITCH.

AWRT AWARDS

The awards given to Radio at this years annual AMERICAN WOMEN IN RADIO & TV were:

Best Entertainment Award:
"American Music Makers"
WGBH-FM, Boston.

Best Documentary Award:
"Breaking the silence:
Voices on battered women"
KUOM-AM, Minneapolis.

Best Portrait Award
"Sampler: Michigan Pioneer
Women"
Michigan Public Radio
Network, Kalamazoo, Mich.

Best News Story "Are Women
Making It In America?"
WTOP-AM, Washington.

Best News Series or Feature
Award "Invisible Voices:
Women in the Dane County
Jail"
WTSO-AM, Madison, Wis.

Best Commercial
Advertisement Award "The
Women's Well" (All of Me)
Stolz Advertising Co, St
Louis.

Best Talk Show Award Topic:
Rape. WINS-AM New York, NY.

SUPERSTARS SERIES FOR UK RADIO

MCM NETWORKING is offering the SUPERSTARS series, a 13-week series of 60-minute radio programmes showcasing top contemporary music acts live.

The programmes are sponsored in association with COCA-COLA and starts to run in the first week of June. Each programme features three or

four artists. The programmes have been recorded at a number of venues around the world.

The programme has been marketed to all UK ILR stations. MCM managing director TONY MCGINN said: "We are delighted and overwhelmed with the response to the SUPERSTARS concert series from ILR. MCM is committed to radio and we look forward to working with the industry to help stimulate the undoubted growth of the medium."

MCM NETWORKING (UK) Ltd is a new radio programming production and syndication company and is the exclusive United Kingdom representative for all programming from the world's largest syndication company, WESTWOOD ONE.

MCM NETWORKING (UK) Ltd is a part of the MCM NETWORKING GROUP, a prime radio producer and syndicator in Australia.

CBS RADIO OFFERS SUPER FM SOUND

In the USA, the 11 CBS-owned FM Radio stations are switching over to FMX Stereo. FMX is a fledgling technology that has had some difficulty in getting acceptance. After great excitement after its launch in 1986, problems were experienced with multi-path interference. Now the developers claim to have solved those problems and CBS is the first major chain to make the all important switch.

FMX is a signal processing system designed to extend FM coverage while reducing signal noise. It was invented by former CBS engineering executive EMIL TORICK and TOM KELLER, the NAB's chief scientist. Further development has been through BROADCAST TECHNOLOGY PARTNERS - a co-owned venture of CBS, NAB and a Detroit investment group, FMX ASSOCIATES.

SUNSHINE RADIO!!

SANFORD COHEN is co-owner and manager of KINX-FM, Prescott Valley in Arizona. He says research into solar power is advancing all the time, and soon it should be feasible for any radio station in the USA to power itself from the sun.

To show he means business, COHEN has built America's first solar-powered FM Radio station.

It was deperation which made COHEN, and his wife Terry, to look for an alternative power for their radio station. When KIHX-FM went on the air during September 1985, its listenership potential was 6,500 only. The couple began to plan their transmitter/antenna location atop a near-by hill which would give them coverage of the town of Prescott. This was important as it had a population of 25,000.

It soon became a nightmare when a power company said it wanted \$100,000 to lay lines to the transmitter on the hill.

The Cohen's then contacted a solar equipment manufacturing company also in Arizona and agreed terms under which their station would become a test lab. The radio station still had to pay, but just \$1,000 monthly for the first year. By the middle of 1986, KIHX-FM was being sun-powered.

The facility is powered by 96 solar panels measuring 2 feet by 3 feet. Standing on aluminium frames - each puts out around 47 Watts. Storage batteries hold a total of

3,000 Ampere Hours. When and if voltage in the batteries drops below a set point, the backup generator begins to recharge them.

Since going to the sun for power KIHX-FM has seen only 21 days without direct sunlight. Even during a long nine-day period with no direct sunlight the system worked without a hitch.

COHEN believes that with solar technology as it now is solar-run stations are perhaps only feasible in a few geothermal zones such as Arizona, Texas, Nevada, New Mexico, and some areas of Alberta in Canada. But he believes that after more research and the development of more advanced solar cells solar stations could become common place.

TV MAN TAKES OVER PUBLIC RADIO

STEPHEN SALYER, 38, is to be the new President of AMERICAN PUBLIC RADIO. At present he's senior vice-president of marketing and communications for WNET (TV) at Newark, New Jersey. That's a non-commercial television station.

FCC INQUIRY

The FCC has launched an inquiry into what are known in the US as FM 'translators'. Translators rebroadcast signals to areas where terrain, distance or obstructions weaken an original signal. The FCC believes some stations are broadcasting primary services on Translator frequencies as these are easier to obtain in most cases.

KASEM SIGNS UP WITH WESTWOOD ONE

After nearly 18 years presenting AMERICAN TOP 40, CASEY KASEM is exiting ABC/WATERMARK and joining WESTWOOD ONE to host a brand-new weekly countdown of the week's top forty. AMERICAN TOP 40 started on July 4, 1970. On that date it was broadcast over only seven commercial stations. KaseM's countdown format, along with its music and artist trivia, grew through the 'seventies. Today it's heard on no fewer than 477 commercial radio stations in the United States plus an additional 500 stations worldwide.

The programme generated \$8 million income per year for its producers.

It ranked as the most listened to entertainment show on US radio, and pulled an average audience of 2,399,000 (12-plus) listeners.

Following the takeover of WATERMARK by ABC, the programme, a weekly four hour production, has been running on the entire ABC radio network in the USA.

CASEY KASEM had been trying to negotiate a new deal on his contract, which expires January 18, 1989. KaseM's deal with ABC was believed to have been worth about \$8 - 9 million.

The new deal with WESTWOOD ONE is thought to be worth as much as \$14 million over a 5 year period.

The new show will include "top 40" but a full title has yet to be decided. ABC own the name AMERICAN TOP 40.

MERGER AGREEMENT

The respective boards of RADIO 210 and 2CR have reached final agreement to merge their companies.

A new holding company, CONSOLIDATED RADIO HOLDINGS Ltd (CRH) is being created and is to acquire all the shares in the two stations if shareholders agree.

RADIO 210 has the IBA franchise for Reading, whilst 2CR is the Bournemouth franchise holder.

The merger will not alter programming output on either station.

ILR'S DESIGNER WILL RUN CROWN'S RADIO DIVISION

CHRISTOPHER CHATAWAY, who as Minister for Posts & Telecommunications fathered the SOUND BROADCASTING ACT and ILR, and who is Chairman of LBC RADIO and has been non-executive chairman of CROWN TELEVISION, is to head a new radio division of CROWN COMMUNICATIONS.

CROWN TELEVISION merged with Australian CHALFORD COMMUNICATIONS to form CROWN COMMUNICATIONS. (See last week's NOW RADIO).

The company already has 58% of LBC RADIO, owns INDEPENDENT RADIO SALES and high shareholdings in RADIO FORTH and BEACON RADIO. It has smaller interests in another fifteen ILR stations. CHATAWAY will be responsible for steering the newly merged operation into deregulation and the possibilities of obtaining its own sound broadcasting licences under the forthcoming RADIO AUTHORITY.

NAB CONVENTION REPORT

PRESIDENT REAGAN addressed the NATIONAL ASSOCIATION OF BROADCASTERS convention in Las Vegas, Nevada and also received an award for a "lifetime achievement and leadership thru' the effective use of the broadcast media".

In addition to The President, some 40,000 - 50,000 people attended the event, which consisted of no less than 710 exhibitors spread over 380,000 square feet of display space.

The convention ran from Thursday April 7, through until Tuesday April 12, and was the biggest-ever gathering of broadcasters - radio, tv, satellite and cable - ever.

Scores of meetings, talks, seminars and question and answer sessions were spread across the six day event and millions of dollars worth of deals were traded.

Whether you wanted to hear the latest jingles, sign up for a news service, discover the latest technology or even purchase a commercial radio station, this was the event of the year.

More than 40 Congressmen discussed developments on Capitol Hill, whilst FCC officials provided a variety of efforts, including a keynote speech at a luncheon by FCC Chairman DENNIS PATRICK.

Just about everyone, from

the President to and including one MICHAEL FABRICANT (of MBI) was to be seen at the NAB Convention.

As always, many will come away with some new ideas - some for programming their own stations - others simply with the way they would like to do things...

One key issue this year, and one we'll be looking at in NOW RADIO, is the decline in AM listening and how station's should be working at winning back the numbers. It can be done, you see, and it's not just a case of AM being out-of-date. It's all down to programming, and a bit of processing!

It wasn't all about programming though: there was a session on "grounded guy antenna reduces static arcing and improves bandwidth" and another entitled "Optimum use of tall towers for AM"...

One day the United Kingdom could have a similar convention. Though if its to be proportional, we should expect around 5,000 delegates and 175 exhibits.

A start will be made, of course, on Saturday July 2nd, with NOW RADIO-RADIO at Kettering in Northants.

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

0898 654 383

24 HOURS PER DAY! 7 DAYS!

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IRELAND: tv AMENDMENTS THREATEN RADIO BILL

The Minister of Communications, RAY BURKE TD, says that the legislation to allow legalised local commercial and community radio has reached its 2nd stage in the Dublin Parliament and will go to committee in May.

It will go to the Upper House, The Senate, in July - but a series of amendments involving MMTV and other non-radio related issues is now threatening the passage of the Bill.

Whilst the Minister, speaking at the weekend at a meeting of the NACB in Dublin, thought the Bill could become law by summer next year, industry observers feel this will not be so.

"TV interests will rear their ugly head and radio people will be pushed aside.." said one key industry figure.

Meanwhile, life goes on much as normal for more than 50 commercial & community stations already on-air.

POWER LEVELS

Transmitter output levels for the community and commercial stations proposed under the new Irish legislation should be:

COUNTYWIDE STATIONS: 10kw AM or 10kw FM

STATIONS SERVING TOWN & SURROUNDS: 100 Watts FM

SMALLER COMMUNITY STATIONS: 25-30 Watts FM.

FATE OF RADIO SHIP STILL NOT DECIDED

The future of the former LASER radio ship COMMUNICATOR still lies in the balance. NOW RADIO understands that, whilst the ship remains at a private berth at Mystley, talks continue as to the future of the ship.

NOW RADIO-RADIO

Saturday July 2, 1988 is the date on which NOW RADIO-RADIO is being held at the CORN MARKET HALL, Kettering, Northamptonshire.

The hours of opening have now been extended and the show will run from 1200 midday until 2300 hours.

Equipment, Programming Aids, and services will be on display for prospective community and commercial radio operators to inspect. Experts will be available to deal with queries.

A licensed bar will be available and light refreshments are to be on sale.

If you are planning applying to the Radio Authority for a licence, this is the event to attend. It will also include a special Radio debate with a panel of experts to answer questions from all delegates. Tickets are priced £10 for subscribers to NOW RADIO, £15 for non-subscribers.

Further details, including reservation of display space, can be obtained by writing NOW RADIO-RADIO, NOW RADIO, PO Box 45, Kettering, Northants, NN16 0NW. Telephone (0536) 51 44 37.

COUNTY SOUND JOIN FORCES WITH EASTBOURNE APPLICANT

Guildford-based COUNTY SOUND has joined forces with SOUTHDOWN RADIO Ltd to bid for the Eastbourne/Hastings ILR franchise.

Today (Wednesday) is the closing date for applications to be filed with the INDEPENDENT BROADCASTING AUTHORITY.

There were likely to be three contract applications, all now with ILR-interests.

The three groups were SOUTHERN SOUND (The Brighton ILR contractor), COAST-FM (Radio Mercury of Crawley) and SOUTHDOWN RADIO (a local group now in forces with COUNTY SOUND).

IBA CONTINUE TO WAIT FOR HOME OFFICE RESPONSE

The IBA, at press time, had still not heard from the HOME OFFICE in response to its request to go-ahead with advertising for contractors to provide an ILR service in the Oxford/Banbury area.

A senior IBA official told NOW RADIO: "We are desperate to hear from them as we are ready to advertise the contract."

The IBA is putting the final touches together on the contract specifications for the service which would reach a potential 550,000 population.

The contract will be for an FM-only service as with Eastbourne and Cambridge contracts.

BEACON PRESSING ON WITH OLDIES SERVICE PLANS

BEACON RADIO are believed to be at an advanced stage in preparations for a new golden oldies radio service using their medium wave frequencies.

NO TALKS PLANNED ON NEEDLETIME ISSUE

The ASSOCIATION OF INDEPENDENT RADIO CONTRACTORS have no further talks planned with PPL over the needletime issue.

BRIAN WEST, Director of AIRC, told NOW RADIO: "We are still prepared to meet and talk with PPL, but at this stage we have nothing planned."

CAROLINE SHORTWAVE FREQUENCY CHANGE

RADIO CAROLINE has moved its shortwave frequency again.

Early tests were carried out on 6210 kHz, but last week were monitored on 6215kHz for a while.

However the station soon realised this was atop a frequency used for secondary distress calls and moved to a new frequency of 6205 kHz.

This frequency was used by RADIO NORDSEE INTERNATIONAL in the 1970's.

However it now has provided CAROLINE with the problem of HCJB which also uses that channel and which is heard across Europe during the early morning.

A further change could be made as these are officially still test transmissions.

LATE OPENINGS

RADIO FORTH have a vacancy for a JOURNALIST (JLRI). Please send applications to: DAVID JOHNSTONE, RADIO FORTH, Forth House, Forth Street, Edinburgh, EH1 3LF.....

L O O S E E N D S

CENTURY 21: Don't be fooled! Yesterday saw the opening of a chain of Estate Agents called CENTURY 21 in Northern Ireland. We say this so you don't walk around a corner in Belfast and think that suddenly and overnight a chain of High Street jingle shops have opened up!!!!.....

PIRATE: Keighley, Yorkshire-based NLV RADIO says it will do its best to keep up 12-hours per day broadcasting, despite a heavy raid by Dti officials recently during a live broadcast.....

DUBLIN: Always one for the tasteful, Q102 in Dublin has done a deal with THE STAR newspaper which includes sponsorship of their EYE IN THE SKY - now renamed STAR IN THE SKY and "all the news from the STAR". Should take 'em at least one minute to do each morning!?!?.....

TICKETS: Not got your tickets for the boat trip on Saturday May 14th? If not, hurry and book today. See last issue for forms.

CATALOGUE: The PHEONIX COMMUNICATIONS' sales catalogue is now available from their address which appears on page 17 of this issue.....

ROUND YER BLOCK: One of the finest radio voices called the NOW RADIO office the other day and had a bit of a chat. BENNY BROWN tells us he's really busy these days, not only with his distribution business, but also presenting programmes for stations in Italy and Holland. He's heard from Holland on the satellite delivered CABLE ONE service.....

THIN AIR: Compulsive viewing! In case you've missed the saga of URBAN SOUND - check it out this Friday night on BBC 1 TV.....

RADIO NOVA EXCLUSIVE LINE-UP DETAILS

Chris Cary's RADIO NOVA INTERNATIONAL is to be officially opened by Broadcasting Minister Mr TIMOTHY RENTON, MP on Wednesday 4th May at 8pm. A contract has been signed with INDEPENDENT RADIO SALES to sell the satellite-delivered station, and there will be a sales force also based at Camberley, Surrey. Amongst the big-names today confirmed for the station will be TONY BLACKBURN (1800 - 2100 Tuesdays plus EUROPEAN TOP 40 on Saturday 1200 - 1600), PAUL BURNETT (Weekdays 1000 - 1300), TIMMY MALLETT (Sundays 1000 - 1300), TONY PRICF with a Dance music show (Wednesday 1800 - 2100), MARK WESLEY (Saturday 1600 - 2000 and Sunday 1900 - 2200). Talks are continuing with other big-names as we go to press.

MORE OPENINGS

RED DRAGON RADIO is looking for an experienced RADIO JOURNALIST. Applications should be addressed: PETER MILBURN, Programme Controller, RED DRAGON RADIO, PO Box 221, Cardiff, CF1 5XJ.

SWANSEA SOUND, one of the UK's most popular and successful commercial radio stations, is looking for a DEPUTY HEAD OF NEWS. If you have proven presentation ability, leadership qualities and ambition, write to: DAVID THOMAS, Programme Controller, SWANSEA SOUND, Victoria Road, Gowerton, Swansea, SA4 3AB.

RADIO 210 needs 2 talented JOURNALISTS to join a busy newsroom. They are looking for an experienced radio journalist to take charge of their newsroom in Basingstoke which provides the station with coverage of Hampshire. Good salary and company car for the right person. They are also looking for a journalist to join the reporting team at their studios in Reading. Write with cv or phone: PHIL COOPE, Head of News, RADIO 210, PO Box 210, Reading, Berks, RG3 5RZ. Phone (0734) 413131.

Current Radio Industry job vacancies are listed by NOW RADIO as a public service. NOW RADIO makes no charge whatsoever for a standard entry under the OPENINGS heading. Entries should be

addressed: OPENINGS, NOW RADIO, PO BOX 45, Kettering, Northamptonshire, NN16 0NW.

RADIO GLASNOST

10 STONER BROADCASTING radio stations in the USA last Sunday broadcast live hook-up's with the Soviet Union. The programme *WORLD TALK* featured a telephone hook-up of citizens of the USA and USSR.

It was carried on one of the Soviet Union's national radio networks, GOSTELRADIO.

A number of non-STONER group stations also took the programme, which aired for two hours from 1000 hours New York time.

A pilot programme had earlier been aired on WBNF-FM at Binghamton, New York and two other STONER stations in New York state last September.

AIRTIME SALES UP

Spot advertising sales on commercial radio in the USA saw an increase of 7.2% in January when compared to the same month last year. \$53,245,800 was raised by commercial radio in figures produced by RADIO EXPENDITURE REPORTS from financial data taken from the leading US sales houses.

SHUT DOWN

Wellingborough, Northants' unlicensed station WLR has announced it is ceasing transmissions as a Sunday-only station and will seek a licence from the proposed RADIO AUTHORITY. The likely format will be Rock.

DIARY DATES

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

- April 23. CRA MEETING. Hounslow. Celebrating CRA's 5th birthday. Guest Speaker MARK FISHER MP, Shadow Spokesman on the Arts. Details (01) 735 8171 ext 54.
- April 25. SONY RADIO AWARDS. Grosvenor House Hotel, London.
- April 28. COMMUNITY RADIO CONFERENCE for prospective new entrants. Merseyside. Details 091 234 0761.
- May 1. Deadline for entries in NATIONAL ASSOCIATION OF BROADCASTERS' Crystal Awards for excellence in local radio achievement.
- May 4. RADIO - A SOUND INVESTMENT. Sponsored by THE RADIO ACADEMY. The Portman Hotel, London, W1.
- May 7. RADIO IN THE '90's. Durham City. Details Mark Jones 091 234 0761.
- May 10 - 13. COMMUNICATIONS '88. Sponsored by INTERNATIONAL TELECOMMUNICATIONS UNION (ITU) and EUROPEAN ECONOMIC COMMUNITY. National Exhibition Centre, Birmingham, England.
- May 11. STARTING YOUR OWN SHOW. Owning and Operating a Broadcasting Station. Session sponsored by AMERICAN WOMEN IN RADIO & TELEVISION, Washington Chapter. National Association of Broadcasters, Washington, D.C.
- May 11. INTERNATIONAL MUSIC & MEDIA CONFERENCE. Montreaux, Switzerland.
- May 14. VOICE OF THE LISTENER. Annual General Meeting.
- May 17. INTERNATIONAL RADIO AND TELEVISION SOCIETY. Broadcaster of the year luncheon. Waldorf-Astoria, New York.
- May 18-22. PUBLIC RADIO CONFERENCE. Annual meeting of NATIONAL PUBLIC RADIO and AMERICAN PUBLIC RADIO. Adam's Mark Hotel, St. Louis. (202) 822 2000.
- June 8 - 11. AMERICAN WOMEN IN RADIO and TV. 37th annual convention. Westin William Penn, Pittsburgh.
- June 8 - 12. BROADCAST PROMOTION and MARKETING EXECUTIVES 32nd annual seminar. Bonaventure, Los Angeles.
- June 14 - 16. INTERNATIONAL RADIO FESTIVAL OF NEW YORK. Honoring the best in radio programming. Sheraton Centre.
- June 18 - 21. AMERICAN ADVERTISING FEDERATION. annual convention. Century Plaza, Los Angeles.
- June 20 - 24. RADIO ADVERTISING BUREAU. Sales Managers School. Wharton School of University of Pennsylvania, Philadelphia.
- July 2. NOW RADIO-RADIO. Local commercial and community radio exhibition and meet. Corn Hall Exchange, Kettering, Northants, England. Sponsored by NOW RADIO COMMUNICATIONS/NOW RADIO MAGAZINE. Tickets £10 NOW RADIO subscribers/£15 non-subscribers.
- July 4 - 6. RADIO FESTIVAL '88. Regents College, London. Sponsored by THE RADIO ACADEMY.
- Sept 14 - 17. RADIO '88. Sponsored by the NATIONAL ASSOCIATION OF BROADCASTERS (NAB) Washington, D.C.

USEFUL ADDRESS GUIDE

A listing of important addresses and 'phone numbers for prospective commercial and community radio broadcast operations. Please note that information such as IBA/RMB/AIRC is provided for reference; these bodies will not necessarily be involved with the new radio sector.

INDEPENDENT BROADCASTING
AUTHORITY. 70, Brompton
Road, London, SW3 1EY.
(01) 584 7011

IBA ENGINEERING. Crawley
Court, Winchester,
Hampshire, SO21 2QA.
(0962) 823434

ASSOCIATION OF INDEPENDENT
RADIO CONTRACTORS (AIRC).
46, Westbourne Grove,
London, W2 5SH.
(01) 727 2646

MECHANICAL COPYRIGHT
PROTECTION SOCIETY (MCPS).
Elgar House, 41 Streatham
High Road, London, SW16 1ER.
(01) 769 4400

MUSICIANS' UNION.
60-62 Clapham Road, London,
SW9 0JJ.
(01) 582 5566

PERFORMING RIGHT SOCIETY
(PRS).
29-33 Berners Street,
London, W1P 4AA.
(01) 580 5544

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

COMMUNITY RADIO ASSOCIATION.
119 Southbank House, Black
Prince Road, London, SE1 7SJ.
(01) 582 7972

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

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

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

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

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

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

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

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

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

WE TOLD YOU SO

All day Monday, WBBM Newsradio 78's Accu-Weather predicted rain, snow, sleet, high winds, lake flooding, lightning and thunder. You know the rest.

We were right on the money because we put our money on 50 expert meteorologists and 70 support people at Accu-Weather. They work 24 hours a day, 7 days a week with advanced computer technology to bring you Chicago's most accurate forecasts. WBBM updates these forecasts 'round the clock. Steve Deshler brings them to you weekday mornings.

To stay a step ahead of the storm, tune to WBBM Newsradio 78 for Chicago's most accurate weather forecasts, school and business closings, and traffic reports throughout the day.

Accu-Weather On
WBBM
Newsradio 78

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

Just when we thought that the Irish finally were on the home-straight and about to see legislation establishing a wholly legal commercial and community radio industry comes the news that the Government is to delay the Bill, and add a few amendments to take in cable, satellite and terrestrial television.

This is certainly not the first time the Irish have gone so far, only to be drawn back at the last moment from getting the whole system 'legit'. In the favour of the pirates is the fact that they pay their tax, PAYE, VAT and many have arrangements in force for royalty payments. All they are missing is a licence, and the authorities make allowances for this fact. The Government in Dublin, at least, admit it is their fault things have taken so long.

One can only hope that a similar situation will not occur this side of the Irish Sea. We must ensure the British Government keep the whole radio issue quite separate from television, and introduce the new Bill to Parliament in November, as they have promised.

Heaven help us if we have gone this far only to have our plans and hopes dashed because of the 'needs' of the television industry. It's stuff nightmares are made of!

When CHRIS CARY launched RADIO NOVA in Dublin some years back nobody in that city listened to FM. There was nothing on the band that attracted punters.

Within days of RADIO NOVA taking to the air, listeners were switching to 88 FM and going out and purchasing new sets capable of receiving VHF/FM in order to hear this new, exciting station which was offering, for the first time ever, almost continuous music. The station offered something so different that it brought people to a new waveband.

So, when we hear statements that people are tuning into FM and leaving the AM band, we should stop and think further.

At the moment when you want to hear a station, you almost always have the choice of hearing it on either AM or FM. In 18-months time stations will be in a position where they must programme in such a way so that they not only make their service 'available' but strong enough in programming terms for people to switch wavebands. If you simply duplicate what the local ILR station is doing, and you're on AM, you could lose listeners to them with their quality signal. Programme something very different to them, and have a good signal (processed correctly, and perhaps AM STEREO?) and you'll be in the race.

AM is not dead. You just have to programme for it. We'll have more on this shortly.

It was on Monday April 21, 1986 that the very first issue of NOW RADIO NEWSLETTER was published. I for one am pleased by the growth we've seen during this two year period. One can only hope, that as the radio industry expands, so does NOW RADIO.

Looking back on that first issue, with its 20 pages, plastic binder we discover some of the stories we carried... plans for a massive shake-up of British broadcasting. NORMAN BILTON's call for a rent strike in ILR, plans for a new offshore station called HITS 576 from the Nannell, Selling Night Time Radio, more delays for Community Radio experiment, Pirate's return to the air, CAPITAL split programming, cutting costs in commercial radio, RADIO CAROLINE...22 years on, Loose Ends, Newsdesk Reports and more.

The earliest issues were hardly promoted, but distributed to a selected number of broadcasters. We asked for their opinions, and gradually developed. The print run was small. Soon, following publicity, our subscription list developed and so did the publication.

By issue #9 in August 1986 we had taken on the A5 format and we were running more and more pages. You know the rest of the story! It's been hard work, but well worth it so far. We only hope for continuing sales increases and, perhaps, more hours in each day to get everything done.

SUBSCRIBE!!!

Subscribing to NOW RADIO - The magazine for today's radio industry - is the only way of ensuring your own weekly copy.

Every day there are new developments and with deregulation 'just around the corner' it is the time to make sure you're truly in the picture.

NOW RADIO does not offer you large glossy pages, nor does it provide full-colour pictures...but it does cover the news and developments in-depth.

NOW RADIO covers the whole radio industry. ILR and BBC, through Community projects to prospective commercial operations and taking on unlicensed and offshore broadcasting. Only NOW RADIO does this, and does it every week.

We publish every Wednesday.

Subscription Rates appear on page 2 of this issue.

To subscribe send cheque, postal orders or cash (registered post), company official order or your VISA or ACCESS card details to:

NOW RADIO (subscriptions), PO Box 45, Kettering, Northamptonshire, NN16 ONW.

You can also arrange subscriptions by telephone. Call (0536) 514437 during office hours and have your valid VISA or ACCESS card handy.

GETTING ON THE AIR

The seventh in a series of on-going articles looking at issues involved in preparing applications for licences for local commercial and community radio services under the new Radio Authority

One of the fears currently being expressed over forthcoming deregulation is that of decreased newsroom operations within ILR, and, according to some beliefs, non-existent newsrooms in prospective local community and commercial stations.

A good deal of this 'fear' and misunderstanding has arisen because over a period of years, ILR companies seeking to save money, have reduced the sizes of their news operations. True, news is a very expensive and time consuming operation, and the cutting back of the number of people involved in this one area of a station's operations could be the difference, in the short term, between profit and loss.

But, where in the past an ILR station has been able to cut back its news operation, both in numbers and in the amount of coverage given on-air, it is doubtful whether the argument can hold following deregulation.

Even though the Government does not intend to lay down rules for stations in the area of the amount of news

provision, and it is highly unlikely that the RADIO AUTHORITY will, station's themselves, in a highly competitive market, must see news as a vital element to local radio.

A recent survey, you may recall, conducted by RADIO TRENT, showed that a majority of its listeners didn't want anymore news than was currently being offered by the station. Not that scientific, however. That survey was amongst listeners to that particular station and who were used to what RADIO TRENT already offers. What about those who do not listen to RADIO TRENT? Do they perhaps feel it doesn't have the news service they expect from a 'local' radio service? And, isn't ILR now becoming too big to provide proper local news?

The great thing about future local commercial and community radio stations should be their ability to be 'local' again. To have news teams which can truly get to grips with local news and public affairs.

We don't need the Home Office, or the RADIO AUTHORITY to issue minimum quotas for news, or any other programming element. Those who understand radio will automatically plan proper newsroom facilities and manning.

Those who do not will be left wondering why so many potential listeners do not end up tuning their way. No matter what the cost - do plan for good news coverage.

Carl Brazell, President of Metropolitan Broadcasting, talks candidly about The Wave™...



"BILLINGS UP 248% OVER LAST YEAR."

Within a month of its debut on KTWV-FM in Los Angeles, The Wave™ had done more than generate the greatest rush of publicity of any radio format in the last 20 years. It had proved itself as a saleable format, even before the ratings were in. "I can speak from experience when I say that The Wave™ is an instant success with local advertisers," says Carl Brazell, President of parent company Metropolitan Broadcasting. "After the first full month with The Wave™ our local billing at KTWV-FM jumped 40%. In the second full month, local billing was up

another 95%. And the February-March-April figures for 1988 are 248% ahead of the same period last year!" Attractive to agency and retail time buyers alike, The Wave™ is a unique blend of light jazz, new age, and soft rock that will make a hit with your local advertisers as well.

The Wave™ has been sold in at least ten major markets, but may still be available in your market. For a demo tape and complete details, call Bob Bruton or Charlie Strickland at 1-800-527-4892.

The Wave™ is distributed live via satellite
exclusively by Satellite Music Network



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April 20, 1988

NOW RADIO

NOW RADIO SALES LIST

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

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

NR009 - NEW!!! AMERICAN RADIO AIRCHECKS. A C60 jam-packed full of great radio like Q107, B106 and POWER 105 (WAVA) in Washington, K106 in Baltimore, Ma. and THE MIGHTY 690 from Los Angeles.

Price £3.00

NR000. SOUTH FLORIDA RADIO. A 90-minute aircheck cassette of some of the most professional and entertaining radio in the world. Many stations and formats are featured in this amazing recording. Very recently produced.

Price £4.00p

NR001. RADIO CAROLINE. This 90-minute aircheck cassette recording features highlights from the JAY JACKSON and SIMON BARRATT segments of the stations 21st birthday celebrations. You'll also hear JOHNNY LEWIS. The DJs are playing through the DJ's All Time Top 200 tracks. Also included several competitions, JAY JACKSON's Coffee Break and memories of the station back in the sixties, including jingles, commercials and plenty of former CAROLINE DJs.

PRICE £4.00p

NR002. LASER. On this aircheck cassette recording you'll hear about an hour of LASER test transmissions (729kHz) with BLAKE WILLIAMS, JOHNNY LEWIS, etc. You'll also hear early LASER 558 output with names like

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

PRICE £3.00p

NR003. KFRC-SAN FRANCISCO. In February 1986 KFRC celebrated 20 years as the market leader and the legend of California hit radio broadcasting by counting down the all-time 610 songs of the past couple of decades. (610 is the station's dial location...610kHz). Back come names of the past, live in the studio and on the phone. Hear some of the greatest radio production ever, and some of the most exciting radio ever. This aircheck tape set features the name DJs, jingles, commercials and the highlights of an entire weekend of quality broadcasting. This is a two cassette set, 2 x 90 minute cassettes.

PRICE £8.00

NR007. RADIO SOVEREIGN. A C60 featuring airchecks of this popular Solid Gold formatted pirate in Twickenham in 1983. Top DJs, Pro-jingles and commercials, newscasts, etc. Collectors item.

PRICE £3.00p

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

£5.50

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

Price List effective April 18, 1988.

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RESEARCH AND DEVELOPMENT WORKER

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Newcastle Upon Tyne
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COMMUNICATIONS

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

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

RAISTRICK - DATED

Worcester

Dear Howard,

Just a short note about CHRIS RAISTRICK's article in NOW RADIO (51).

I found his article very interesting, but his views to me seemed to come across as being very dated, and I'm very glad he's got little to do with the future regulation of radio, otherwise we all might end up back in the dark days of radio before the arrival of the likes of CAROLINE and LONDON.

I'm very sorry he didn't enjoy LASER 558. Millions of people all over Europe did and as I'm sure you and a lot of NOW RADIO readers will know, I got on well with all the DJs on the COMMUNICATOR, and they all really enjoyed their work. If CHRIS RAISTRICK had listened to LASER he would have heard the DJs saying more than "that was...this is.", but when they did have something to say they telescoped it all to make it interesting.

Why say something using a hundred words when you could use just 25? CHARLIE WOLF's show on LASER has been talked about by so many people. People saying how entertaining he was - and he telescoped just about everything he did! Whilst Charlie could talk and talk and talk, he knew that if he did, not only might he trip and stumble, but listeners would tune-out.

JOHNNY LEWIS

TRANSMITTER COSTS

London SE

Dear Howard

Whilst I fully agree with NORMAN McLEOD's forthright and often blunt views on radio, I along with many others consider the IBA guilty of excessive rentals and transmitter powers, etc, I feel he is badly off beam with some of his comments aimed at the IBA in the article OPENING UP THE CLOSED SHOP (NOW RADIO 49).

As I understand it, under the IBA system, if the power to the transmitter fails the stand-by generator automatically takes over. If the main transmitter fails, the stand-by switches on and if the audio goes, usually carried on BT lines, the transmitter site can be accessed from the studios by radio link. All of this appearing to be a perfectly sensible, and almost, fail-safe system.

In the example Norman gives regarding the breakdown of VHF services in Brighton during the Hurricane it seems likely that the generator had failed to fire and presumably the extended loss of service could be attributed to the time it took IBA engineering to find its way to Brighton from Crawley Court during the exceptional weather conditions prevailing at the time.

To suggest emergency back-up could be provided by sticking a 10-Watt transmitter at the studio site and then expecting it to provide a service covering an area normally covered by a 200-Watt transmitter is laughable. Presumably Norman's line of thinking goes along with the theory that low power is better than no power?

But what about the station's advertisers? Would they be happy to have their products, services, etc, broadcast to a small percentage of the normal audience? No, of course not! It wouldn't take them long to start banging at the station's door demanding refunds, etc.

n, I think this time the IBA
got it right...their system
is safest and most sensible,
this time, you have got it
wrong.

BOB MATHEWS

CHILTERN RADIO

*Dunstable
Beds*

Dear Howard

I am writing to inform you that not everyone is dissatisfied with, or departing from the CHILTERN NETWORK. I am not so naive to believe everything is perfect within the walls of ANY commercial radio station and having now worked on 4 stations I know every station has good and bad. I've found the CHILTERN NETWORK very appealing, in many ways.

I must say also how much I enjoy your publication and thank you for bringing a magazine/newsletter to appeal to everyone within radio broadcasting in the UK.

NAME SUPPLIED

MERCURY SPECIAL

*Wokingham
Berks*

Dear Howard

You mentioned in edition 51 that ESSEX RADIO was doing an all time top 1000 over Easter. I feel I must bring to your attention the fact that RADIO MERCURY also adopted special programming over this period. They did an 'A-Z of Pop Music' playing records by artists in alphabetical order. (I believe there were 8 hours of the S's alone!!).

It was, in my opinion, a superb effort by the station resulting in a complete absence of 'waffle' and excellent listening for the holiday period.

It actually proved that, unlike CHRIS RAISTRICK concluded, a 'more music,

less talk' format is far better than some ego-tripping DJ who often knows no more about the records than what it written on his playlist.

This is not to say that relevant local information was missing - it was not, and proved that ILR can be listenable! It does suggest that surely it is time to call the PRS's bluff and forget needletime restrictions. It will be the record companies that continue to plead for their records to be played. Certainly it is high time that radio stations competed with formats. The split-frequency ops can only be a good thing.

Finally, CAROLINE. It's unique and has to be from a ship otherwise the magic would not work. Although the presenters don't say much, I do find I have those I like and those I don't. LASER proved how Top-40 radio should work - why CAROLINE doesn't get such good presenters I don't know, but then it wouldn't be CAROLINE if it were all-American!

Keep up the good work!

MICHAEL P SMITH

IN ADDITION TO LETTERS WE RECEIVE WHICH ARE INTENDED FOR PUBLICATION WE DO RECEIVE MANY OTHERS WHICH CANNOT BE REPRODUCED. ALL ARE VERY MUCH WELCOMED AND ASSIST US IN ENSURING THAT WE ARE HEADING IN THE RIGHT DIRECTION WITH NOW RADIO.

WE ALSO RECEIVE TELEPHONE CALLS AT THE OFFICE FROM READERS WITH COMMENTS, SUGGESTIONS, IDEAS AND HELPFUL TIP'S ON NEWS STORIES. INDEED, EVEN THE ODD BIT OF GOSSIP...!

THE OPINIONS OF JOHNNY LEWIS IN HIS LETTER ARE HIS ALONE AND DO NOT REFLECT THE VIEWS OF RADIO WYVERN.

WE ARE IN COMMUNICATIONS...
LET'S COMMUNICATE!

CAROLINE PD GETS RESULTS

There is nothing much more frustrating for the programme director of an offshore radio ship than to arrive back on shore after endless weeks aboard a radio ship to tune in and hear your staff 'breaking the rules' and fouling up all your guidelines on programming. If you were programming a radio station on shore, you could jump in the car and effect an immediate return to order, and even a few firings! Not so with offshore radio.

I can just imagine how PETER PHILIPS felt the day he arrived back to the warmth and safety of his flat on dry land and tuned in to CAROLINE 558 to hear one DJ after another 'breaking format' and, as each day passed, the build-up of anger and annoyance that nothing far short of a return to the ship, would do any good. And then, perhaps, as so many had refused to follow format, it would need a complete change of crew in order to avoid leaving behind anyone who might attempt to rebel against order. Do I not personally recollect a similar situation or three in the past - you bet!

So, the other weekend when PETER PHILIPS returned to the ship, not only did he take an almost complete broadcast crew change, but they all agreed with him that the only thing that could, and should, be done was to get back on line with

the official format.

When I spoke to PETER PHILIPS to congratulate him on "the vast improvement in the station sound" he explained that it was simply a matter of everyone now following the playlist, and watching carefully the list of oldies he had, in fact, decided to programme several months ago. I personally thought he had gone back to CAROLINE 558 with a new list, including some great material from Atlantic/Stax, etc.

The reversal, and I am sure improvement of, to the original format just happened to co-incide with a return to better transmitter power output and better coverage, albeit on a variety of frequencies (in the same area) and the crew change. That all helps to keep spirits high, and results in a better on air 'sound'.

Now, whether PETER PHILIPS returns to the ship, or manages to get himself a job in ILR this time around, remains to be seen. But, as with anybody programming a radio station, he could leave the operation knowing that he has left it on a 'high' and with a sound which, under the circumstances, cannot be described as much less than a vast improvement over what had been churned out from CAROLINE in recent months.

One must now ask, if PETER PHILIPS is to leave CAROLINE, who will take his place. If I were the management of CAROLINE I would be looking at this one very carefully at the moment.

HGLR

L O O S E
E N D S

VIKING: ROGER BROOKS of VIKING tells us that his overnight presenters were not told they were losing their programmes to Virgin's RADIO-RADIO because (a) no decision had been made at the time the certain staffer moaned and (b) even if they do take RADIO-RADIO it will be in addition to their current programming and not as a replacement. So there!.....:

CONTROL: Good, quick and enjoyable results noted almost the minute that ROGER DAY received news he was in total control of programming at INVICTA RADIO recently. Another change as a result of the departure of MICHAEL BUKHT and what not.....

BUBBLE: CAPITAL RADIO just grows and grows and grows...they've now set up their own tv production arm and hired producer ANDY HUDSON to develop programmes for television of the many events it sponsors.....

MOVES: GUILIA HARDING has been appointed News Producer at BBC RADIO SHROPSHIRE. She takes over from DAVID HOLDSWORTH who departs at the end of the month to become News Editor of the new BBC station for HEREFORD-WORCESTER.....

BACK TO COLLEGE: Former Head of News of RADIO VICTORY, ANDREW BOYD, is taking up a new post at HINGBURY COLLEGE in Portsmouth as head of the journalism course. He had been a Senior Lecturer at the LONDON COLLEGE OF PRINTING.....

SCOT-SPORT: ROGER MORTIMER is the new head of sport designate for BBC SCOTLAND. He will cover both radio and tv. He'll be replacing MALCOLM KELLARD who is leaving the BBC at the end of the month. MORTIMER has

spent the last six years with the BBC as assistant to the head of RADIO SCOTLAND. He's given all his working life, so far, to the BBC. He is 48 years old.....

+++++

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

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

38p per min peak

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VACANCIES

RADIO NOVA INTERNATIONAL seeks DJs and a HEAD OF PRODUCTION. This will be Europe's first real all-music satellite radio station, broadcasting to all of Europe with a potential audience of 30,000,000, and has immediate openings for high-energy, pacey, amusing DJs with good voices. American style radio, production skills an advantage. Also an immediate vacancy for HEAD OF PRODUCTION with ability to script and voice on-air promotions and contests. Send demos to: The Programme Director, RADIO NOVA INTERNATIONAL, Innovation House, Albany Park, Frimley Road, Camberley, Surrey, GU15 2PL.....

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

RADIO TAY has an opening for a BREAKFAST PRESENTER. They are also seeking demo tapes from others for their planned expansion. Send cv and demo tape to: SANDY WILKIE, Station Manager, RADIO TAY, PO Box 123, Dundee, DD1 9UF.....

INVICTA RADIO have an opening for a BREAKFAST PRESENTER. If you're witty and intelligent then send a recent aircheck cassette and your c.v. to ROGER DAY, Programme Controller, INVICTA RADIO, 15 Station Road East, Canterbury, Kent, CT1 2RB.....

RADIO BROADLAND is looking for a PRESENTER for a daytime slot. Must be someone currently working in IR. Send aircheck and CV to: MIKE STEWART, Programme Controller, RADIO BROADLAND, Colegate, Norwich, Norfolk, NR3 1DB.....

CAPITAL require two SALES ASSISTANTS. Further details from DAVID LEES, Sales Controller, CAPITAL RADIO. Final applications must be at station by Friday 22nd April.....

SOUTHERN SOUND want a PROGRAMME MANAGER to strengthen its presentation department. You'll be working with the Programme Controller to organise and shape the station's output. Write with c.v. to JEREMY SCOTT, Programme Controller, SOUTHERN SOUND RADIO, PO box 1323, Brighton, Sussex BN4 2SS or 'phone him now on 0273-422288.....

SOUTHERN SOUND require a SENIOR JOURNALIST with first-class skills and a great voice. CV and cassette to: TIM LOCKE, News Manager, SOUTHERN SOUND RADIO, P.O. Box 1323, Brighton, Sussex, BN4 2SS.....

RADIO AIRE is looking for an experienced REPORTER and also a SPORTS EDITOR. Write with CV to JOHN SHIRES, News Editor, RADIO AIRE, PO Box 362, Leeds, LS3 1LR. Or 'phone (0532) 457822.....

VIKING RADIO has an opportunity for a journalist with first-class skills to become its DEPUTY NEWS EDITOR. Must have a good microphone voice, experience and excellent references. Write to ALMA COOPER, News Editor, VIKING RADIO, 1 Commercial Road, Hull, North Humberside, HU1 2SQ.....

ESSEX RADIO needs an EXPERIENCED RADIO JOURNALIST with an excellent voice, ability to run a news desk and who can handle any type of news story. Write in confidence to: BOB SMITH, Head of News, ESSEX RADIO, Radio House, Clifftown Road, Southend-on-Sea, Essex, SS1 1SX.....

THE TECHNICAL TRILOGY

. . . 1

NOTES BY NORMAN McLEOD

One of the questions which a young man in the Home Office is probably thinking about right now is the matter of technical regulation of the new radio system.

This is one of many issues that will have to be confronted when drawing up the Terms of Reference for the new Radio Authority.

With the BBC/IBA duopoly, there has been no need for rigorous supervision from a third party, because the people employed are all professional engineers, and can be trusted not to do anything naughty.

Both organisations are virtually a law unto themselves as far as technical standards go, and there has rarely been much resistance from the Government to their power-hungry proposals for new services.

But with a new, 'free-market' approach to engineering contracts, particularly for transmission gear, a lack of technical concern for standards could mean a lot of needless trouble.

We've all seen what happens when the pirates are let loose with their nasty, cheap transmitters and widespread technical incompetence. The FM band in London is a technical mess, an object lesson in mismanagement.

Not only do many listeners get a poor service in terms of sound quality, but licensed radio users have had to suffer unnecessary interference caused by harmonics, overloading or daft frequency planning. This clearly cannot be tolerated in a legal system.

REASONS FOR REGULATION

Given that our current Government is theoretically disposed to 'de-regulate' wherever possible, it would be worth making it clear that technical regulation has important benefits for the public as a whole.

Good regulation would try to ensure that as far as possible:

A ...instances of interference caused by new services to existing ones (broadcast or otherwise) are rare, and can in any event be easily traced and rectified;

B ...stations provide high quality service to make the best practicable use of a public frequency.

The justification for (A) is obvious: there is no excuse for allowing poor-quality equipment to pollute the spectrum. However, it may not be clear to the frantic de-regulator why (B) is also called for. After all, if the station sounds lousy, won't it lose listeners and want to do something about it?

Well yes, up to a point. There is no need for IBA-style specs on studios, which needlessly expensify what are no more than places where DJ's chat away between records and commercials, and are hardly locations where the frontiers of technology are relevant.

But setting fair and realistic standards for noise, distortion or stereo separation - for example - can help to *squeeze out the cowboys*, by making sure that unscrupulous firms cannot sell tacky equipment to people who don't know any better.

So much for the philosophy. How do we put it into practice?

--- MORE NEXT WEEK ---

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