

A Now Radio Communications Publication



# Now Radio

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The Magazine for Today's Radio Industry

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## Radio NOW

I HOPE YOU'RE  
NOT BILLING  
ANY D.J.'S  
FOR PHONE CALLS.



by MIKE COOK

OH, COME ON! I THINK  
MARCHER SOUND WERE  
ENTIRELY JUSTIFIED!



THEIR NIGHT-TIME JOCKS  
WERE BOUND TO BE  
ON THE PHONE...



LOOKING FOR  
A JOB!!



# Now Radio

THE Magazine for Today's  
Radio Industry

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Now Radio Communications 1988

# Now Radio

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## Editorial Comment

The RADIO FESTIVAL quite rightly takes a great deal of space this week. NOW RADIO was represented by PAUL EASTON, who along with Correspondents NORMAN McLEOD and CLIVE GLOVER, have filed reports back on what was said and done by the more than 300 delegates and a range of speakers. We are also including a speech which was written by SIBC's IAN ANDERSON. Ian couldn't make the festival, but his speech was given for him. We've decided to run it in full this week.

The amount of material coming out of the Radio Festival means that our reports will continue again next week.

Sadly, neither DOUGLAS HURD or TIM RENTON said anything new last week. Feelings of frustration continue, and not just amongst the potential "Third Force", but now within the ranks of both the ILR and BBC sector.

A threat to pirate broadcasters, made by DOUGLAS HURD, on Wednesday, is seen by some keen observers as a simple piece of whitewash: aimed at capturing the headlines with that story, rather than reports of unrest over the prolonged delay in development of our industry.

So, when the Government suggests that, because of the delay with legislation, community radio groups could be given access to the airwaves over ILR, the idea is almost automatically rejected without further discussion by AIRC! Surprised?! Not really.

The question now has to be, do these prospective new entrants wait until late 1990 (at the earliest...), or do they attempt to provide their services without a licence? If they wait, there is the problem that ILR (with its split-frequency potential) will continue to take the best formats and adapt them in the way that two southern stations have in duplicating one of the most successful-ever unlicensed stations...we'll discuss this issue in detail, next week....

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**"CARRY ON WAITING,  
AND MAKING  
PREPARATIONS" HURD  
TELLS RADIO FESTIVAL**

**PAUL EASTON**  
For NOW RADIO

DAVID MAKER of GOLDEN ROSE BROADCASTING probably spoke for all of us when he said, in his closing summary at last week's RADIO FESTIVAL, that "broadcasters don't trust politicians". On the basis of the Home Secretary's address on Wednesday morning, that wouldn't have been too much of a surprise.

I'm still not sure whether it was courage, insensitivity or just sheer audacity, but whatever it was, for DOUGLAS HURD to face the politely hostile membership of the RADIO ACADEMY, and tell them that radio legislation was, yet again, to be delayed, certainly took a load of it - and with only a Special Branch detective and 2 uniformed police officers for protection!

As had already been said by Minister of State, TIM RENTON, at the previous morning's AIRC Congress, radio legislation was to be part of a wider Broadcasting Bill governing the next allocation of ITV franchises.

The Home Secretary acknowledged that "some of you find it intensely frustrating that it is taking so long to attain the Promised Land", but he did say that "it will come soon, and we are preparing for it now".

Pressure for places in the legislative programme meant that broadcasting legislation would be unlikely in the 1988/89 session of Parliament. He denied that this absence was because of "anxieties on the part of some of my colleagues."

As far as a possible timetable for the future was concerned, MR Hurd felt that legislative provisions might come into force during the second half of 1990. Although the

proposed, new RADIO AUTHORITY was concerned, it would not have the power to issue licences before then, "but the speed with which it gets into the licensing process will largely depend on the amount of preparation done in advance, either by the Authority, or on its behalf." This preparation would include such talks as frequency planning, equipment specifications and establishing licensing procedures and priorities.

The Community Radio experiment, called off 2 years ago, would not be revived. He didn't consider that it would work under the framework of the Wireless Telegraphy Act.

"That does not mean that radio is fated to be a mastodon in an iceblock. We have told the IBA, the AIRC, the CRA and others that we are ready to look at any proposals for further developing independent radio before the new regime takes effect."

"The independent sector, then, is far from being in a state of suspended animation. Neither is the BBC. The Green Paper was clear that we should not take for granted the success if the BBC in sustaining radio services of a range and quality admired throughout the world. It concluded that there was a continuing need for public service broadcasting, and that it should remain for the BBC, not the Government, to decide how these obligations should be met within the resources and spectrum available to it.

The Home Secretary had a warning for unlicensed broadcasters. Although he felt the desire to "jump the gun" may be understandable in some cases, it couldn't really be excused. The DTI's Radio Investigation Service was to be strengthened and £400,000 invested in new and better equipment for the London area. Both the Home Office and the DTI were looking very closely at strengthening the existing enforcement powers as part of the

new legislation. He said he was also considering "the suggestion that anyone convicted after a certain date of an offence of unauthorised broadcasting should automatically thereby be disqualified from a RADIO AUTHORITY licence for a period."

On the subject of the proposed 3 new national networks, DOUGLAS HURD confirmed that these licences would be awarded by competitive tenders. However, cash would not be the be-all and end-all, because the tender procedure would be subject to a diversity test - and not just go to the highest bidder. Although these new national services would have to be varied, they would not be asked to be all things to all people. "Neither a weighted approach nor audience targetting will be precluded. But a single narrow format aimed at a single narrow target audience will not be good enough. As a matter of public policy, it would be a waste of a scarce resource, and unfair to listeners, to let a national channel be wholly devoted to the single most popular format."

"The diversity test and competitive tendering will work together to ensure the best deal for the listener and the public as a whole." On the subject of station ownership, although the Green Paper favoured a lifting of controls, it was felt that some rules were needed to prevent undesirable concentrations of ownership, and the barriers to market entry that they may bring. The Home Secretary said that the proposal was for no one to be able to control more than one national and six local stations. He also envisaged rules to inhibit excessive cross-media ownership concentrations. However these rules would be put in "subordinate legislation" so that they could be varied, if need be, in the light of experience.

Concluding his address, Mr Hurd said that "many more people will gain

legitimate access to the airwaves. Tastes and interests previously neglected by broadcasting will at last be addressed.

Radio Broadcasting will be more richly varied, more open textured and more satisfying. All this will not happen overnight, but will happen soon, and the time to prepare for it is now." Questions from the floor then followed. One item of concern was over reports of a withdrawal of the TV licence. Whilst Mr Hurd said that the licence fee was "not immortal", Festival Chair, GILLIAN REYNOLDS, asked "how immortal was 'immortal'?" The Home Secretary refused to be drawn, but simply said that it was a long-term objective.

Community Radio campaigners were, naturally, not happy with further delays. Many of their members had been preparing to go on-air for the past few years, what were they to do? The answer, it seemed, was to continue waiting, and making preparations.

Not surprisingly this suggestion was not particularly well-received. The Home Secretary has been invited to address next year's RADIO FESTIVAL. The overall impression of delegates I spoke to was that they hoped next year's speech would actually contain something of substance.

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*RADIO FESTIVAL '86*  
*Edited Highlights*

PAUL EASTON

After several years of travelling around the country, the RADIO ACADEMY's RADIO FESTIVAL was held in London this year, for the first time, attracting more than 300 delegates. The range of subjects discussed was as diverse as always - ranging from the uses of new technology, such as satellites and the use of computers in music programming, to the hardy annuals of music copyright and 'Broadcasting and The Law'. Therefore, this report will concentrate on some of the main sessions:

## THE EBU PERSPECTIVE

"With British radio poised on the brink of expansion and deregulation, MANFRED JENKE representing the European Broadcasting Union, describes the European experience of free market radio" was how this session was billed, but it wasn't just the fact that this address came immediately after lunch that caused some delegates difficulty in remaining awake!

MANFRED JENKE is Managing Director, Radio, of WESTDEUTSCHERUNDFUNK Cologne, the largest of West Germany's 12 public corporations for radio. He is also a member of the radio programme committee of the EBU.

In his speech he described how European broadcasting had been deregulated over the years, leading to a widespread growth in small stations, followed by amalgamation and mergers leading to a limited number of national and regional networks - such as in France and Italy. The 'self-supporting' system, such as the BBC and IBA, was being denounced as inefficient and outdated.

However, he warned, one of the prices governments were willing to pay for deregulation is over-zealous reliance on 'watchdogs' to control the new system, with a corresponding limit on personal opinion.

Radio must be entertaining and informative in order to attract listeners, and public service radio had to provide more than just music and chat if it was to have a future. In fact, more competition meant that public service radio had a stronger role to play.

Local stations don't have sufficient funds to produce a wide range of programmes, such as drama and opera, and they were not creating culture as were the larger national and regional networks.

MANFRED JENKE put forward several

possible scenarios for the future of public service radio. One such idea was for a Pan-European Radio Programme, a kind of EC Radio, originating from Brussels or Luxembourg. This was, he said, very much a pipedream of the Euro-politicians, however, in which languages should it broadcast? On variation of this could be a (satellite?) service carrying various programmes from various countries. This was to be "quality" radio with programmes on politics, opera and drama reflecting the authentic flair of the originating country. Another scenario was for a 'Euro-Radio' experiment to examine programme exchanges between different stations.

The address then seemed to turn into a general suggestion that radio stations should have a wide selection of individual programmes in order to appeal to a wide range of listeners. In other words, to be all things to all people - something that Britain has been moving away from over the past 20 years or so.

The ensuring discussion tended to become rather bogged-down over the future of public service broadcasting.

There was some criticism from MICHAEL BUKHT of some of the attitudes towards pop music. It is very easy to dismiss pop, yet it is still extremely popular, and is a major part of everyday life for some 80% of radio listeners. Public Service radio had to bear this in mind. Also, he reminded us, the 'stacked' approach to scheduling was old-fashioned. In the UK, the 'brand-leader', ILR, was providing mixed programming, which was highly popular.

*NEXT WEEK: 'NEWS. WHO NEEDS IT?' plus more reflections on RADIO FESTIVAL '88.*

## CAROLINE SCRAPS DAYTIME TRANSMISSIONS

CAROLINE 558 broadcasts last Friday morning confirmed reports in NOW RADIO that the English-language service would have to be dropped to allow the transmission of a new Dutch-language station.

Despite months of work on aerial systems for a new service on 819kHz by engineers, often working to minimal financial budgets, time finally ran out last week. The new Dutch organisation gave CAROLINE the ultimatum - either put us on the air, or the deal is closed.

Pressure had also been mounting on the CAROLINE organisation from the sponsors of evangelical programmes which, until the collapse of the main 300ft antenna tower last November, had been broadcast in the evenings as a service called VIEWPOINT which followed Dutch programmes. A letter had been sent to the evangelical broadcasters claiming their programmes could recommence as from July 1st. At least four such programmes had been re-scheduled to run, whilst others were actively seeking new sources to broadcast their programmes.

CAROLINE 558 English-language programmes will now only occupy the evening hours, which whilst at first may run from 1800 - 0600, will be liable to be shortened as time passes.

A statement read on the air claimed that the loss of English programmes would be for about four weeks, allowing technicians time to prepare the transmissions on 819kHz for the Dutch. In line with this arrangement would be a plan to re-launch VIEWPOINT in a month. However CAROLINE sources explained to NOW RADIO that a delay of more than this would mean even further pressure from the mainly American broadcasters to give them airtime on 558kHz in the evening.

At the present time the only outlet

from the radioship ROSS REVENGE for religious broadcasters is on the shortwave service, WORLD MISSION RADIO.

This service leases airtime from CAROLINE but has not attracted as much airtime sales as had originally been hoped for by the U.S. organisation which has leased a block airtime package.

Because of the contract, it is not expected that CAROLINE would drop WORLD MISSION RADIO from 6215 kHz, in favour of providing the English service with a daytime outlet.

The loss of a daytime English service on CAROLINE was avoidable, but a constant lack of finance since last November, has made rebuilding a strong and reliable antenna mast almost impossible.

Engineers were provided with a carbon fibre mast which, although highly successful on dry land, caused endless problems for the seaborne broadcasters. It finally caught fire from overloading. One claim was that it was not designed to carry more than 5kW. The CAROLINE transmitter for the Dutch service is designed to run up to 50kW - though mainly operates at less than half that power - but still too much for a 5kW antenna system.

The loss of daytime CAROLINE programmes returns the station to the status it had in the 'seventies, when RADIO MI AMIGO leased airtime in the daytime, and left CAROLINE as a night hours only service. The loss of audience availability will be considerable, as since the return of the station (aboard the ROSS REVENGE) it had built quite healthy audiences, which showed in both its own commissioned and JICRAR surveys for ILR.

However, because the station does not actively seek any UK-based advertising, it is unlikely to result in any loss of income. The new Dutch service contract calls on them to supply the ship with oil and other provisions.

## NEW RADIO TRAINING INSTITUTE

FRED HUNTER is the director of the new BROADCAST TRAINING INSTITUTE which has been formed in association with TW SOUND at their Twickenham studios.

HUNTER founded the radio course at London College of Printing in 1976, before setting up as a training consultant.

He claims that more than 300 of his former students are now working in radio and television.

In 1984 FRED HUNTER was awarded the first PhD at City University Journalism Department, examined by ASA BRIGGS and HAROLD EVANS. A year later he trained staff of the CHRISTIAN SCIENCE MONITOR radio service which now broadcasts its programmes worldwide on shortwave.

He had an albeit temporary position as a director of IRN and was an assistant editor with LBC RADIO, before freelancing ahead of entering education in 1975.

The courses at BTI will start in the autumn and will aim to help both potential reporters and presenters.

## BBC BUYS MAG OP

BBC ENTERPRISES Ltd has purchased a substantial shareholding in REDWOOD PUBLISHING, publishers of the American Express magazine, *Expression!*

REDWOOD was founded four years ago by former Daily Express editor, CHRISTOPHER WARD.

It also publishes titles for BR's Inter-City services, Marks and Spencer and The British Airports Authority.

This year, in a joint venture with another publisher, it launched The Clothes Show Magazine to tie in with the popular tv show on BBC 1 tv.

Recently IPC has filed a complaint with the Office of Fair Trading over the free advertising the BBC gives to that title.

## ILR TURN DOWN COMMUNITY ACCESS PROGRAMMING IDEA

Commercial radio stations have not welcomed the suggestion from TIM RENTON, Home Office broadcasting Minister, that they should allocate airtime to community groups as a part of their offerings made when splitting frequencies in the future.

## CHILTERN DROP SPECIALIST PROGRAMMES

CHILTERN RADIO has dropped specialist music and ethnic programming from its schedules, but only until October 10th.

Out for the summer go TONY HAYNES folk hour, JIM CARWAY's country music programme, The Caribbean Music show which was presented by HONEYBOY WILLIAMS, Sub Seath (a hindi programme), Jazz Jamboree (GRAHAM SCRIVEN and RONNIE ADAMS and the Weekly Review (MICHAEL MARTIN).

CLIVE DICKINS, newly appointed Music Producer at the station explained to NOW RADIO that CHILTERN was simply re-introducing a policy of giving the programmes a "summer break" which was in force until a couple of years ago.

He said the specialist programming would recommence on October 10th.

## BBC AGREES TO END SIMULCASTING, BUT.....

Despite its agreement with Home Office plans that all UK radio stations should end simulcasting the BBC is to broadcast BBC RADIO GLOUCESTERSHIRE on both AM and FM when it commences transmissions later this year.

DAVID SOLOMONS, station manager, described plans for an FM-only station as "suicidal" whilst ILR used both wavebands.



## **"WE WON'T GO OFF THE AIR..." BBC CLAIM AS STRIKE HITS LOCAL RADIO**

As this issue of NOW RADIO makes it way to thousands of readers (Wednesday) a strike is expected to be held by staff in BBC local radio stations throughout England.

The strike is a protest, organised by the NUJ, at the 10% budget cuts which the union claims have resulted in the loss of nearly one hundred jobs so far.

A demonstration is planned for today outside Broadcasting House (London) and there will be a lobby at The House of Commons lead by labour MPs AUSTIN MITCHELL and ROY HATTERSLEY.

### **MERCIA SPLIT**

From July 4, MERCIA SOUND has been operating a limited evening split frequency offering. An additional 26 hours of local programmes are now being provided by the Coventry-based commercial station, which has also made some adjustments to its output on 97 MHz FM, to complement the new AM programmes. For the first time the station is running programmes for the Scottish and Irish communities. The output for Asian listeners has increased from 2.5 hours to 6 hours per week.

The new service on 1359 kHz, called AM IN THE EVENING, runs for four hours each evening, Monday through Saturday (1800 - 2200) and for three hours on Sunday (1900 - 2200). In writing to MERCIA SOUND, approving the new schedule, PAUL BROWN, Head of Radio Programming at the IBA, said: ".....your plans indicate a significant expansion in choice for Coventry listeners."

### **ILR SLAM BBC OVER STAFF HIRING DECISIONS**

The Gloucester-based commercial radio station SEVERN SOUND has attacked the BBC for hiring so many of its staff to help run BBC RADIO GLOUCESTER, which goes on the air in September.

The ILR station even got the AIRC to write a protest letter to the BBC deploring the hiring away of 4 journalists, a current SEVERN SOUND presenter and two former presenters of the commercial station

SEVERN SOUND now operates with a newsroom of only three staff - a News Editor and two assistants.

The BBC has replied to the letter of complaint filed by BRIAN WEST, Director of AIRC, but it did not offer an apology.

One BBC senior manager told NOW RADIO: "It's pathetic! If all these people can do is whinge about competition...and they cannot manage to hold on to their staff...they are perhaps in the wrong business..."

One of the presenters hired away from commercial radio to the new BBC station told NOW RADIO: "It's a better place for me to go to. It's as simple as that. When there is more competition, what will (SEVERN SOUND) do then?"

### **UNITED BISCUITS TO GET RADIO SERVICE AGAIN**

United Biscuits factories in West London are again to have a radio service after many years silence on the production lines following the forced closure of UBN - the station that launched many of today's top-names in radio on their careers.

A new company, CAROUSEL CABLE RADIO NETWORK, is planning an August 15th launch for a dedicated service for a number of factories from studios based in West London.

Sillett, Gateway, Alpine Foods, Tesco, and Kodak factories have either agreed or are negotiating at the moment to take the service. Whilst the service should start using BT landlines, DAVE SCOTT of CAROUSEL told NOW RADIO, he hoped that soon the service would be available via the INTELSAT satellite across Europe.

CAROUSEL will operate around the clock and is using a number of newcomers to the industry. "We are looking only at new names...not 'has beens' " said SCOTT.

## AIRC TO MEET PPL OVER NEEDLETIME PACKAGE

The ILR trade association, AIRC, should be meeting with PPL to discover the outcome of a PPL Board meeting this Monday.

It is understood that an interim proposal set to run until the outcome of the Mergers and Monopolies Commission reports on the needletime issue, has been put forward by the ILR industry.

The stations are seeking unlimited needletime on both AM and FM services, and a lower percentage rate than currently being paid.

## CLYDE-FM SETS AUGUST DATE

RADIO CLYDE's new CLYDE-FM is working towards a mid-August start date in the hope that interim proposals to PPL over needletime are acceptable.

## ILR FRANCHISE WORRIES

Seven ILR stations current franchises with the IBA are set to expire in 1990, and they are concerned because of the delay in radio legislation.

If the Government had put the radio Bill before Parliament this autumn, all ILR stations were to work to a hand-over date of January 1, 1990, when they would automatically move from being IBA-franchise holders to RADIO AUTHORITY licence-holders. Now that legislation will be delayed, and should be introduced to Parliament in November 1989, that scenario is impossible.

The IBA and HOME OFFICE are now talking of how to 'fill the gap' the delay will cause.

Whilst AIRC is proposing a "One Clause" piece of legislation to extend the franchises of the seven ILR stations concerned, the HOME

OFFICE says this would not work, as MPs would attempt to make it in to a Radio Bill.

However, if the IBA has to re-advertise the franchises, it would only be for a short period of time. Then they would have to apply, as would all other licence applicants, to the RADIO AUTHORITY, once it was set-up.

It is also thought that prospective new entrant groups may also step in to apply for these 'short term' franchises, thus making it possible that long standing ILR stations could lose their franchises, and then have to closedown until they could apply to the RADIO AUTHORITY for one of its licences.

## CAROLINE

A spokesman for RADIO CAROLINE has told NOW RADIO that whilst a break in daytime transmissions (see page 7) is only temporary, four weeks off the air may be "a bit hopeful...but when it does return everyone will be refreshed and we would have plenty of time to look closely at exactly what we want to do in the future." He explained that the shortwave transmitter used for WORLD MISSION RADIO was now carrying CAROLINE programming between 0000 - 0600, and that a different format may be broadcast on that frequency, subject to such talks.

## BORDER BLASTER

KISS-FM, the Irish Border-blaster, has settled on 1170 kHz AM, following problems with interference from transmissions on 1008kHz.

## SUNSHINE HIKE

Dublin-based SUNSHINE RADIO has increased transmitter power on its 531kHz AM transmissions and reports of reception are being received from many areas of Northern England, North Wales and Southern Scotland.

## RADIO FESTIVAL 1988

### STARTING UP A RADIO STATION - IAN J D ANDERSON (SIBC)

The title of this session is "starting up a radio station". Thank goodness it's not called "HOW to start up a radio station". I'm sure many of the people at the festival today, who have been in at the start of one or two radio stations, would agree the message comes out loud and clear, there is no absolute "how" to start a radio station.

Of course there is a series of events which would normally lead to the establishment of a radio company, and there may be pointers on how to do this. But every business, including any of the nearly fifty commercial stations currently on air, goes through that process in its own way.

--A company is formed, and finance raised. Negotiations begin for sites, the bringing in of power and telephone and even roads. Applications are made for planning permission and for studios and transmitter sites, and building control warrants for studio buildings which have to be converted or built. The company has to be registered for VAT and PAYE, equipment, furniture and office materials purchased, everything insured and staff sought.

A balance is struck between what is wanted and what is affordable. A building is chosen that can be maintained but which leaves room for growth. It is also chosen because it is handy with the commercial sector of town but is free from interference from large mainframe computers and mobile radio users. Finally, it is discovered that the range of professional equipment available is exactly the same as everybody else uses, IBA spec, or no-IBA spec.

All of this you know. From now on any perceived advice becomes narrower, it is personal and particular, not to say peculiar, and refers to a circumstance or range of circumstances.

If our company reflects any field of broadcasting whatsoever, and we would never ever claim to represent anyone except ourselves, then we would say we have shown a way to make it possible to serve large, predominantly rural, low-population areas. These areas are usually remote from the main population of the UK and thus remote from the diversity of entertainment and information, including broadcasting, already available in the main centres.

The idea of a station serving a low population, but geographically large region is virtually unknown in Britain. The possible examples that have existed have two advantages. The first is to have most of their audiences in at least one fairly large nearby main town. And the second is that they have no political requirement to serve all of a specified area with a solid signal. Their signals go as far as they can, thanks to the IBA, and that's the service area.

Our station has to (eventually) service everyone equally (no

gaps!) with a solid signal in a hilly, island, area 150 kilometres by 75 kilometres. Our broadcasting colleagues in the neighbouring island group of Faroe have similar problems. They have resolved it with 13 FM transmitter sites, 1 MF site (200kW) and over 50 TV transmitter sites. (There are currently only 9 TV transmitter sites in Shetland, leaving large areas unserved).

The planning of a station like ours probably has more to learn from the rural stations of Canada, or perhaps the United States. The following rules are those we had to establish for ourselves, based on our own experience.

#### RAISING CAPITAL

Resist the temptation to base the company too widely. In small population, and rural areas, there is absolutely no reason why the radio station should not be family-owned. Many of the most successful small-town, and rural, stations in the USA, and elsewhere, are family-owned.

In many places, the ownership of a station by a family is probably the only way a local station could ever be started and the money found. In addition, family ownership will give a continuity over the years and ensure that the station survives when times are tough.

A small station should always raise capital from within its ownership, if possible, and resist financing from banks or other expensive forms of money.

A lot has been said over the years about grant-aid for the capital, and running costs, of radio stations. We have seen no evidence of the availability of such funding in our area. The only local authority related cash we are aware of is loan capital, repayable at commercial rates. Having said that, we have heard that at least one or two IR stations were successful in receiving grant-funding, and low-interest funding, despite the fact they had no transmitter plant to finance.

#### DEVELOPMENT TIME

Allow a generous amount of time for every stage of the planning, building and installation process. At best a new station would be hard pushed to come on air, from scratch, in less than 2 years.

#### TRANSMITTER SITES

Co-site with existing users wherever possible. Virgin sites can cost hundreds of thousands of pounds to develop. A massive part of that will vanish into holes in the ground, access tracks, power and telephone connections to the site, and other civils work.

Co-siting can be at a variety of levels, from the simple hire of tower-space for aerials, right up to an integrated system with equipment, and contract maintenance, supplied by the existing user.

## MANAGEMENT

Particularly in the early days, the owner-manager should keep a tight control on all aspects of the station, including finance, programming, and technical standards. As the station becomes established, there will be room to back-off gradually, until most of the day-to-day responsibilities are transferred to the staff.

## STAFF

Small stations should resist the temptation to hire big names at over-the-top salaries. A local person, with suitably thorough training, can be an asset to the company, and attract the local audience and advertiser. The local person will probably be less troublesome as well.

However, good staff will not be found overnight. There are many trials and errors, additions and eliminations, as the basic team builds up. The management must be prepared for resentment for those who fall by the wayside. Such resentment will be short-lived.

Although modest wages can help cash-flow in the early days, staff must be well paid if you are to expect anything of them. The station should plan for a small well paid staff rather than a bigger more poorly paid one. We shun the idea of free labour, volunteers and the like. Broadcasting is a profession, not a game to fill-in idle hours.

A consistent staff discipline should be introduced right from the start. Simple rules are best, but must be absolute (for instance we are an entirely non-smoking station). The staff should be made aware they are ambassadors for the station, and they should behave accordingly.

## BUDGETS

Small stations should always tightly control their operating budget. Because capital costs can often creep up, out of your control (particularly in providing sites and related services), it is all the more important to control running costs. The station should not be tempted into loans, and extensive overdraft facilities. Limits should be set on all budgets and never exceeded. All new capital spending, and development projects, should come from revenue. A cash-flow reserve of at least 8 weeks advertising receipts must be allowed along with a generous bad-debt calculation.

It's impossible to answer the most asked question, "how much does it cost to run a radio station?", since the answer depends on many variables. However even the smallest of radio stations will have built-in running costs of at least £500 to £1000, NOT counting staff wages. On that basis, any station that reckons on an annual income of much less than £200,000 a year, when fully established, could find the going hard.

Although a small city-wide station, or one serving a flat

rural area, might get away with a transmitter installation costing less than £100 a week, transmitter costs can be up to £500 a week for a 4 kW (transmitter power) FM installation up to £1000 a week for a 10kW medium wave operation (£400 for electricity alone) or £3000 a week for a 50kW medium wave operation (nearly £2000 a week for electricity).

#### PROGRAMMING

No station can be "all things to all people" and no station should ever expect to reach much more than half the community or to have much more than a third of all radio listening. The station should therefore decide on its target audience, the one it is comfortable with, and style its programming to suit. Then it should stick to its guns whatever the initial complaints or criticism.

A small station should regard nationally produced sustaining services with great suspicion. They should always be listened to before they are accepted. We would love to take a satellite service to back-up our broadcasting day, but all such services are metropolitan orientated. For instance, we have found shows such as the Network Chart Show to be entirely unsuitable for our adult-rock/adult-country music and local-information format. Both the contents and the presentation would co-exist uneasily with our format, and entirely local on-air team.

On the music side, the small station should always ignore record company pressure and freebies, should they actually get them! The small station should always buy the records needed. This will save time, and, in turn, save more money than you spend on the records.

As a family-owned station, appealing to a family audience, we have a ban on controversial subjects, religion, politics, racy language and gory detail. We do not allow phone-ins, which are in our experience are usually hijacked by publicity seekers. We also have a ban on DJ jive talk - all announcements are commercials or information and news.

The result is that we are more popular with those aged 21-44 than with those under 20 (and heavily listened to by pensioners for the music as well as the information), more popular with women than men, and more popular with the locally born two-thirds of the population than most of the incoming one-third.

#### NEWS

A local radio station ignores local news, or more particularly local information (including highly detailed local weather forecasts), at its peril. Local news must be the core of all newscasts, not an appendage to be tagged on after a national bulletin. Local news is expensive, troublesome time consuming. But it is essential.

National news is something different and is not nearly so important. Unfortunately national news organizations will want to charge almost as much for national news as a station may wish

to devote to local newsgathering. If there is to be a decision between local and national news, we would say drop the national news and keep the local. After all, most national news bulletins are very London orientated.

We have been trying to find a suitable national news source for years. We wanted a service that wrote bulletins in a non-sensationalist style and provided specialist bulletins of maritime, fishing and Nordic news. In the end we gave up, and now subscribe to special information services. This means that we still have to seek out those non-local stories, edit and rewrite them, and then store them in our own news-file as opposed to being able to access a national newsfile and database.

This is obviously more staff intensive than the rip-and-read and instant audio services enjoyed by many. Of course we would love to have a national news service at the flick of a fader, but not one that is unsuitable. So if anyone is thinking of starting a service which goes heavy on news about Scandinavia, including Iceland and Faroe, ships and fishing, then give us a shout. We will be very interested.

#### ADVERTISING

A small station should always keep the local ratecard simple and build-in an equally simple traffic and invoicing system. Local advertisers won't be able to make head or tale of "Triple A" time, "B" time, "Prime" time, or whatever time. Small stations should offer simple package deals and fixed-length, fixed-rate spots. We have one rate for all spots, and one length (60 seconds). The advertiser can use all of the 60 seconds or part of it, at the same fixed cost. Substantial discounts of up to 40 percent are offered for monthly totals and annual fixed contracts.

Smaller stations will have to accept that most local spots will have to be delivered live. Smaller advertisers will not be able to afford production costs in addition to buying time. Small stations will also have to face up to the fact that national advertising will probably be almost non-existent, although local retailers and wholesalers will have local budgets from national companies.

Rules should be established for the "acceptance of advertising" that make sense locally - national rules may be of little relevance. Subjects, words and productions which may be acceptable in one place, may be taboo elsewhere and vice versa. We have our own standards which allow for the live reading of all advertisements, but we have a ban on advertisements which shout, use noisy effects or which use music we don't play, including disco, jazz and reggae music.

We are wary of all those, particularly those of a pushy nature, who demand advertising time free, usually for a variety of spurious reasons, and on behalf of a myriad of causes. It is necessary to be firm with them. The initial resentment will fade in to acceptance. We always explain that the station is self financed and self financing. The product it sells, and the

only form of income, is the selling of advertising time. The only free announcements we carry are those which affect the immediate safety or well-being of the community. That is to say emergency messages.

#### OPPOSITION FROM SEGMENTS OF THE COMMUNITY

Be prepared for opposition from individuals and more particularly, the local press, especially where the paper has been established as the local advertising monopoly for dozens of years, if not a century or more.

We were prepared for opposition and a bad-press locally. But the level of vindictiveness by our local paper took us by surprise and quite frankly it hurt.

#### WOULD WE DO IT AGAIN?

It's now been over 24 years since the I first became interested in the idea of a local radio station in Shetland, although it's possible that one or two would have had the idea earlier - particularly around the time Faroe started broadcasting (1957).

For dozens of years we received the yes-no treatment from those we vote in to look after our airwaves. We invested all, and spent years of our lives preparing, planning and working on the project. So would we do it again, or would we have done it if we had known it would take so long? The answer is quite definitely, NO.

That's not to say we are unhappy with our product or with the service we supply to our people. It's just that the hold-ups have had financial and emotional costs that have been almost unacceptably high.

#### DIARY DATES

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

Sept 2 - 3. R-EX'88 (Radio Exhibition 1988). Organised by the ASSOCIATION FOR BROADCASTING DEVELOPMENT. Westminster Central Hall, London, SW1.

Sept 14 - 17. RADIO '88. Sponsored by the NATIONAL ASSOCIATION OF BROADCASTERS (NAB) Washington, D.C.

Sept 22-25. SOCIETY OF BROADCAST ENGINEERS 3rd annual convention. Convention Centre, Denver.

Sept 23 - 27. INTERNATIONAL BROADCASTING CONVENTION. Metropole Centre, Brighton, England.

COMMUNICATE '88. North West Free Radio Convention. Winter Gardens, Blackpool.

November 16. RADIO JOURNALISM. Organised by THE RADIO ACADEMY. Portman Hotel, London, W1.

Jan 28 - Feb 1, 1989. NATIONAL RELIGIOUS BROADCASTERS. 44th annual convention. Sheraton, Washington, D.C. and Omni Shoreham Hotel, Washington.



## USEFUL ADDRESS GUIDE

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

### CABLE AUTHORITY

38-44, Gillingham Street, London, SW1V 1HU.

(01) 821 6161

### INDEPENDENT BROADCASTING AUTHORITY.

70, Brompton Road, London, SW3 1EY.

(01) 584 7011

### IBA ENGINEERING.

Crawley Court, Winchester, Hampshire, SO21 2QA.

(0962) 823434

### CANFORD AUDIO

Crowther Rd, Washington, Tyne & Wear, NE38 0BW.

(091 417 0057

### NATIONAL ASSOCIATION OF BROADCASTERS (UK)

c/o PO Box 45, Kettering, NN16 0NW.

(0536) 410723

### RADIO NOVA INTERNATIONAL

Innovation House, Albany Park, Frimley Road, Camberley, Surrey, GU15 2PL.

(0276) 692040

### RADIO-RADIO

19-21 Rathbone Place, London, W1P 1DF.

(01) 436 5711

### ASSOCIATION OF INDEPENDENT RADIO CONTRACTORS (AIRC).

46, Westbourne Grove, London, W2 5SH.

(01) 727 2646

### RADIO MARKETING BUREAU (RMB)

46 Westbourne Grove, London, W2 5SH.

(01) 221 2535

### MECHANICAL COPYRIGHT PROTECTION SOCIETY (MCPS).

Elger 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 St, London, W1P 4AA.

(01) 580 5544

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

(01) 437 0311

### PAMS/CENTURY 21

4 Hansol Road, Bexleyheath, DA6 8JG.

(01) 304 8088

### COMMUNITY RADIO ASSOCIATION.

119 Southbank House, Black Prince Road, London, SE1 7SJ.

(01) 582 7972

### ASSOCIATION FOR BROADCASTING DEVELOPMENT.

75 Caling Croft, New Ash Green, Dartford, Kent, DA3 8PY.

(01) 679 8889

### THE PRESS ASSOCIATION.

85 Fleet Street, London, EC4P 4BE.

(01) 353 7440

### NATIONAL ASSOCIATION OF COMMUNITY BROADCASTERS. (NACB) IRELAND.

32 Gardner Place, Dublin 1.

(0001) 788733

### WIRELESS WORKSHOP.

25 Ditchling Rise, Brighton, BN1 4QL.

(0273) 671928

### PHEONIX COMMUNICATIONS.

11 Barclay Oval, Woodford Green, Essex, IG8 0PP.

(01) 500 0890 & (01) 506 2318

### SOUND BROADCAST SERVICES.

42 Grenville Road, London, N19 4EN.

(01) 281 1367

### EAST ANGLIAN PRODUCTIONS

21/23 Walton Road, Frinton on Sea, Essex, CO13 0AA.

(0255 676252

### THE RADIO ACADEMY.

30 Whiteladies Rd, Bristol, BS8 2LG.

(0272) 237485

### MBI BROADCAST SYSTEMS

69, Ship Street, Brighton, BN1 1AE.

(0273) 24928.

L O O S E  
E N D S

**RADIO AUTHORITY:** If the Government is going to establish a RADIO AUTHORITY in 'shadow' form until legislation is passed; who do you think should be the the Authority's Chairman?? We would like to hear from as many NOW RADIO readers as possible with nominations for the person to hold the post. Let's begin by making a few possible suggestions. You can nominate a person, or pass a vote for anyone we mention, by writing to us, or by calling (0536) 514437 in or out of office hours. If out of hours, just leave a message...Could the first Chairman of the RADIO AUTHORITY be any of these?: TONY CURRIE, PAUL BROWN, GILLIAN REYNOLDS, BRIAN WENHAM, CHRISTOPHER CHATAWAY or PHIL BIRCH??? Please do move on this one as we could help the Decision Makers select the best candidate for the job through these pages!!!.....

**ATTENTION!:** Following the sudden departure from CHILTERN RADIO of PHIL FOTHERGILL and the appointment of PAUL ROBINSON to the Programme Controller's post, we can now reveal the new Head of Music is MARTIN COLLINS, whilst the station's Music Producer is CLIVE DICKENS and Librarian CAROLINE JONES.....

**CLEVER:** Trust the Australian's to come up with a clever (???) idea...a community radio station in that country decided it would be true public service to provide foreign language commentaries to European soccer matches. As the station broadcast in stereo the following arrangement was made: a local television station broadcast the pictures and the commentary in English. The FM radio station broadcast the Greek translation on

the left hand side of the stereo signal and the German commentary on the right hand channel. Now, of course, you are wondering what happened to the poor immigrants who only owned MONO FM radio receivers, aren't you????!!!!.....

**MOVERS:** JAMIE GORDON has joined OCEAN SOUND.....COLIN WRIGHT is the new Senior Producer at BBC RADIO TWEED.....DAN THOMSON moves to post of Director of Sales & Marketing at PICCADILLY from LWT.....

**SHETLANDS:** The news coverage last Thursday given to the North Sea Disaster by SIBC in the Shetlands amounted to a staggering 40,000 words.....

**FOGGY:** And the real reason that IAN ANDERSON of SIBC was unable to give his speech to the RADIO FESTIVAL last week was because the Shetland Isles were completely fog-bound. The speech is reproduced in this issue.....

**SOVEREIGN REIGNS!:** The latest former RADIO SOVEREIGN personality to be hired by COUNTY SOUND GOLD is none other than JOHN KENNING. It was KENNING's finance which originally launched the Twickenham-based and 'first, all-oldies format' radio service in the United Kingdom. Adding to the other former SOVEREIGN air personalities, which include RON BROWN, ROB RANDALL and BERNIE SIMMONS, KENNING will be broadcasting from the Guildford station each Sunday morning between 0600 - 1000.....

**MOVER:** Another former SOVEREIGN (and CAROLINE, and a few others..) jock, KEVIN TURNER is about to depart OCEAN SOUND for the post of Programme Director of NORMANDY SOUND.....

**GOT NEWS?** *Let us have it and report it to the Industry!* 514437.

## COMMUNICATIONS

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

THE EDITOR  
NOW RADIO  
PO BOX 45  
KETTERING  
NORTHANTS  
NN16 0NW  
1111

FROM ANDY GILLIES -  
PROGRAMME CONTROLLER  
AT HEREWARD

*Peterborough,  
FE1 1JJ.*

Dear Howard,

I was interested to read your account of RADIO RADIO, as transmitted on HEREWARD RADIO last weekend (July 2nd). I would like to correct several of your misapprehensions.

HEREWARD RADIO has not become a sixteen hour a day ILR station. Regular listeners to HEREWARD were made fully aware that new programmes (not branded as RADIO RADIO) were coming to HEREWARD from 1am until 6am Monday to Friday and 10pm until 6am at weekends. We reinforced this message with a series of press advertisements throughout Cambridgeshire and South Lincolnshire and in our regular newspaper articles. Other local newspapers carried reports of the new service.

The reason our Receptionist "didn't have a clue" what RADIO RADIO was, is because we are not promoting this service under that brand name. Had you asked if BOB HARRIS was on that night, she would have confirmed this from our published Programme Schedule, which is kept permanently in reception.

We are carrying RADIO RADIO because it will enhance our overnight and weekend programmes. Overnight programming will not be live and not pre-recorded. BOB HARRIS was our most popular presenter for nearly three years, lives in our transmission area and is still closely associated with HEREWARD. This week the local press were invited to HEREWARD RADIO's studios to talk to BOB about his new seven day a week early morning programme broadcast from 1 until 3am.

The decision to broadcast the Service earlier at the weekend was made quite simply because of the quality of the programmes on offer. We would both seem to agree on the outstanding performance by NICKY HORNE in his new show.

Your comments about local input can easily be answered. We are not losing money because of the absence of local commercials in these hours. Indeed, in due course we will be offering a special night time package to local advertisers, using those times. We are identifying the radio station at least four times during each hour of the weekend programming between 10pm and 1am at present. I should point out that not every programme has to, or indeed should, contain details of Jumble Sales and lost dogs. I am sure our listeners have not the slightest interest in these topics after midnight.

I will leave the programming points concerning RADIO RADIO to be answered by ROB JONES, should he so desire. However, we are happy with what is being provided to date and audience response has been very positive.

Finally, I can assure you that the only reason why HEREWARD (like many other stations) are not splitting frequencies now, is the lack of

agreement on needletime with PPL. When agreement has been reached on this question - watch this space!

Meanwhile, you will be pleased to know that our FM transmitter power has been significantly increased at a cost of £30,000. This substantial investment will ensure the best possible reception for all those living in one of the largest ILR areas - for all our programmes. May be you will notice the difference in your earpiece!

Yours sincerely,

ANDY GILLIES  
Programme Controller  
HEREWARD RADIO

PS: I was interested to note your report that ROBB EDEN of RADIO NOVA has attacked ILR Split Frequency Broadcasting plans - strange, as it was on the basis of Split Broadcasting that RADIO NOVA was attempting to sell its service.

### JINGLE WARFARE

Frinton, Essex.

Dear Howard, (Re: NOW RADIO #64), I refer to your article regarding the claim that only 'PAMS' have any form of use over original 'PAMS' masters.

EAST ANGLIAN PRODUCTIONS also purchased from National Career Consultants, at a cost of several thousand pounds, various rights to most 'PAMS' material including items that 'PAMS' Dallas/Buffalo/Toledo/Bexleyheath do not have.

EAP can also show full documentation proving we have lawful title to the tracks and full copyright transfer to us which we can also produce to interested parties.

I felt your article was misleading and would imply that a 'PAMS' classic track purchased and recorded by EAP would be a pirate copy or an

infringement of their copyright. I hope that 'PAMS' and CHRIS ELLIOT will refrain from mis-leading potential UK clients on the false exclusivity that they don't have!

Yours sincerely,

RAY ANDERSON

## LOOSE ENDS

FESTIVAL: Our grateful thanks to PAUL EASTON, NORMAN McLEOD and CLIVE GLOVER for representing the interests of, and reporting for, NOW RADIO at last week's RADIO FESTIVAL.....

NEW FRANCHISES?: "These are IBA-Burgers! They've got no taste, but they do fulfill all of the regulatory requirements" - The CABLE AUTHORITY's TONY CURRIE at The RADIO FESTIVAL opening reception...hosted by the IBA.....

RADIO PRUNE: Well done to DAVID HATCH - Managing Director of BBC Radio - for a highly entertaining speech at the RADIO FESTIVAL Dinner. Whilst it was nice to hear some of the old jokes (some of them very old!) from *I'm Sorry I'll Read That Again* (of which HATCH was one of the team), how about giving the ANGUS PRUNE TUNE another airing? Just think of the repeat fees as well!!!!.....

CAROLINE: - We told you so! Despite all those who thought otherwise, we knew that it was only time before the daytime service was lost to the Cloggies. Just how long will "Four Weeks" be?!.....

STILL GOING STRONG: Despite the massive fine recently imposed on it, LONDON GREEK RADIO continues broadcasting.....

HIGH HOPES: So DOUGLAS HURD has been invited to address next year's RADIO FESTIVAL,...what?! Will it be *THE SAME OLD SONG*,...?

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Now Radio

## OPENINGS

*Advertising your vacancies in NOW RADIO's Openings section brings results. For details please write or 'phone NOW RADIO.*

METRO RADIO has a vacancy for an ASSISTANT PROGRAMME CONTROLLER. What an opportunity! Send full cv to KATH HAMILL, METRO RADIO, Newcastle-upon-Tyne, NE99 1BB

BBC RADIO CORNWALL has a vacancy for a PROGRAMME ORGANISER. Based Truro. £16,080-£20,874 plus allowances. Experience of local radio desirable plus other usual qualifications to the post. Further details from MIKE HOSKIN, (0872) 75421 ext 130.

BBC RADIO 3 has openings for RADIO PRODUCTION ASSISTANTS. Further details from HAZEL GOULD. £8,086-£9,903.

BBC WILTSHIRE SOUND has vacancies for an ENGINEER and a TRAVELLING ENGINEER. Knowledge of VHF, MF and UHF transmitters desirable. Further details from MIKE JASSINSKI at Broadcasting House in Bristol.

RED DRAGON RADIO, part of the RED ROSE/MISS WORLD group, is seeking to recruit a BROADCAST JOURNALIST. Applications should be sent to: PETER MILBURN, Programme Controller, RED DRAGON RADIO, PO Box 221, Cardiff, CF1 5XJ.

BBC RADIO GUERNSEY has an opening for a NEWS EDITOR. Ref: 9693. £13,509 plus allowances. Further details from REG BROOKES, Manager, RADIO GUERNSEY (0481) 223736.

BBC RADIO JERSEY also require a NEWS EDITOR. Ref: 9697. £13,509-£17,530 plus allowances. Further details from REG BROOKES, Manager, RADIO GUERNSEY (0481) 223736.

BBC RADIO LINCOLNSHIRE has an opening for a NEWS PRODUCER. Ref: 9684. Based Lincoln. £10,881-£15,388 plus allowances. Further details from MIKE CURTIS, News Editor, on Lincoln (0522) 40011.

RADIO CYMRU/RADIO WALES seeks a RADIO PRODUCTION MANAGER for general programmes. Based Cardiff. £14,108-£18,309 plus allowances. Complete fluency in the Welsh language is essential. Ref:9652.

BBC RADIO SUSSEX has an opening for a PRODUCER. Based Brighton. £10,881-£15,388 plus allowances. Experience in broadcasting techniques and a knowledge of the station's editorial area and audience desirable. Further details from GEORGE PIXLEY (0273) 680231. Ref: 9617.

A SPORTS PRODUCER is required by BBC RADIO STOKE. £10,881-£15,388 plus allowances. Further details from ALAN INGRAM, Acting News Editor on (0782) 208080.

BBC RADIO CUMBRIA has an opening for a PROGRAMME ASSISTANT. Based Carlisle. Salary £8,228 - £11,610 plus allowances. Further details from KATH WORRALL, Programme Organiser, RADIO CUMBRIA (0228) 31661. (Ref:9598)

BBC NEWS & CURRENT AFFAIRS is looking for REPORTERS for afternoon current affairs programmes such as The World at One, PM and The World This Weekend. (Ref: 9554) Further details from MARTIN COX, Editor The World at One and The World This Weekend. Broadcasting House, London, W1A 1AA.

BBC RADIO HIGHLAND (Inverness) seeks a PRODUCER. £10,881-£15,388 plus allowances. Three months from August 1st. Application forms from ISOBEL McDONALD, Room 4137, Broadcasting House, Glasgow. Ref: 9584.

▲ FESTIVAL  
▲ DIARY  
▲ (1)

NORMAN'S NOTEBOOK # 65

Who could forget the Mad Scientists from the BBC, promoting a strange mixture of science and witchcraft known as the Radio Data System as the solution to most, if not all, of radio's woes? It's time we looked at what they have in store for us?

There is nothing modest about the claims being made for RDS: it is no less than 'the key to the future of radio listening, not just in the UK, but across the whole of Europe', according to one Johnny Beerling, Controller of Radio 1, whose picture appears above a glowing tribute to the Thing on the first page of an extremely glossy and slick brochure.

Inside, the tone continues no less extravagantly: 'RDS represents the greatest improvement in radio sets since the invention of the transistor....' Well, now, this had really better be something, hadn't it? It's a hard act to follow, the transistor, I'm sure you would agree.

So what's RDS - this Thing - good for? Basically it's for people who find technology so bewildering they can't tune a radio in for themselves.

They are also probably the sort of people who never time-shift on the household video, because the hassle of trying to figure out how to programme the wretched thing is more effort than the programme is worth. I sympathise with them wholeheartedly!

Many of the reasons why people find radio hard to tune have to do with the complexity of many modern radio sets. Until the wretched microprocessor was invented, most radios only had two knobs.

COMPLICATED AND DIFFICULT

Ever since synthesisers and computer-controlled radios appeared on the market, tuning a radio has become more and more hostile to the inexperienced user.

I came across a radio in someone's car once. I wanted to programme one of the buttons to the frequency of an SER station we were doing at the time. I spent five minutes trying to persuade it to take an interest in 1269 kHz, but I was buggered if I could make this frequency appear on any of the presets. I pulled and pushed every button and knob I could find (and there plenty of them). After ten minutes I gave up.

No doubt had I referred to the Instruction Manual all would have been made clear, although some instruction manuals hardly cause the word 'clear' to spring to mind. In any case, I don't know any drivers myself who have the foresight to provide passengers with a copy of the instructions for the radio on a piece of string beside the set, for the benefit of those might want to change the station.

I never had this problem in the glorious days of the two-knob radio! Anyway, back to RDS. The greatest thing since sliced bread, and the hottest thing to hit the world of Wireless in living memory. After all, the transistor's been around since just after the Second World War, and RDS must therefore be the most important thing to happen to radio in forty years. More important, perhaps, than the invention of television. By Jove! You had better read on...

So - what does it have to offer? What does it DO? Well, it tunes the radio for you and - wait for it - it provides you with a digital clock!

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Now Radio



## PHOENIX COMMUNICATIONS

### ***BROADCAST RADIO SERVICES:***

We supply a wide range of professional studio and transmission equipment (including signal processors) as well as manufacturing broadcast transmitters and link systems. In addition, we offer custom design and consultancy services.

If you are planning to apply for a 'third tier' licence when they become available, then talk to us first. As well as meeting your equipment needs, we can provide detailed assistance with the various aspects of planning a radio broadcasting operation. Our consultancy service can produce a complete technical appraisal of your plans and even help prepare the necessary documentation for your licence application.

For more information about our specialist services and the range of professional products we can supply please contact us by telephone or letter.

### ***SPECIAL EVENT RADIO:***

FM and AM transmission systems are available for hire anywhere in the U.K. Our low power medium wave system has been a great success over the last two years and we have added stereo FM and higher power AM now that these are available within the revised licence conditions. All our Special Event transmitters are fitted with Orban audio processing. We will be pleased to advise on which system will best suit your requirements.

The Home Office require *at least* six weeks notice of an intended broadcast. To avoid the possibility of disappointment due to over booking please contact us well in advance of your proposed transmission dates.

### ***PHOENIX COMMUNICATIONS:***

*EQUIPMENT AND SERVICE PROVIDERS TO THE EUROPEAN BROADCAST RADIO INDUSTRY.*

11, Barclay Oval, Woodford Green, Essex, IG8 0PP, ENGLAND.

Lawrence Hallett and Martin Spencer BSc.

(01) 500-0890 and (01) 506-2318 (ans.)

*PLEASE NOTE: It is a criminal offence to install or operate transmitting equipment in the United Kingdom except under, and in accordance with, a licence issued by the Home Office. WE WILL NOT SUPPLY EQUIPMENT TO UNLICENCED 'PIRATE' OPERATORS IN THE U.K.*

# Wireless Workshop

We're the first !

Wireless Workshop were the FIRST people outside the BBC or the IBA to operate a broadcast transmitter legally since the 1920's;

FIRST to bring effective Audio Processing within the reach of student and hospital radio;

FIRST to promote 'active aerial' inductive loop systems for private in-house broadcasting services;

Now who's next?

Call us today if you need Special Event Radio transmission gear: You can hire a complete transmitter system from Audio Processor to aerial at a very competitive rate;

Or contact us if you would like a private IL system for your offices or buildings.

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