

NEW LICENCES INCLUDE RECORD EXAMPLES

The music formats specified in the licences issued by the Radio Authority are to be more tightly defined and will in future include examples of records and artists the station intends to play. Existing DLA stations that successfully re-apply for their licences will also be forced to adopt more noticeably restrictive "provisions of Performance", the contractual definition of their programming policies.

Addressing a recent Radio Industry conference, the Authority's Deputy Chief Executive Paul Brown said that newly drafted Provisions of Performance resulting from the licence re-advertisement process will be "less wide" than they were in the past. "At the moment, those stations that were [former] DLA contractors

decided, for very obvious reasons, that they would have Provisions of Performance in a musical sense that allowed them to range across the entire track of popular music," said Brown. "We don't expect those radio stations to leave the entire ground, but we do expect them to vacate the outer fringes away from the central sweet popular area."

Brown explained that Provisions of Performance will now be "more detailed in a musical way" and include examples of tracks the station plays. The first such licence was issued recently to Star FM/Widowac, due to launch in May with a narrow adult contemporary format that its Provisions of Performance defines as "tracks characterized by a softer texture and melodic range aimed at a predominantly adult

audience." The station lodged with the Authority a list of tracks contained in American production company Century 21's Newline Adult Contemporary CD library. The document is referred to explicitly in the licence as illustrative of "the broad variety and examples of the genre of music to be broadcast."

Asked whether the citation of specific tracks might not prove anachronistic within a station's eight-year licence term, Paul Brown replied: "At the right time, at the appropriate moment, these things can be changed." He added that "for any regulator, Provisions of Performance are very difficult and a bit of a pain in the butt. They are very difficult to draw up."

WATERMAN RALLIES BEHIND RADIO ONE

John Waterman, Chairman of BBC, led a highly charged debate this week on the future of Radio One, arguing that the station is as important to the country as Radio Four, and speculating that BBC remains really set to close the network entirely.

Addressing the Radio Industry's Music Radio Conference, Waterman said Radio One had seemed unable to defend itself since the publication of the Green Paper and the BBC document Extending Choice last year. He suggested that the music industry must actively lobby politicians and ministers over the issue.

"We are very lucky in Great Britain to have a radio station that walks a very very good straight line, a

middle path in music for the last twenty-five years," said Waterman. "To suddenly say that because it trades a populist path, it should not be a government station because it does not appeal to the higher values of music is nonsense."

Waterman argued that the record industry was as important to the UK economy as the recently closed DAF Leyland factory, and that taxing pop music out of Radio One's remit would have a disastrous effect. "Because it's soft pop records, nobody takes it seriously, but it is serious," he said. "This country saves billions of pounds a year from the record industry. It employs thousands of people and it's probably one of the biggest employers in Great Britain.

If we do away with it, what are we going to play [on Radio One]?"

In other sessions at the conference, Virgin Radio's Joint Programme Director Richard Skinner endorsed upon the station's music programming policies and announced the DJ lineup of its daytime programmes (see Radio News). Director of BBC Records' Classical Division Roger Lewis gave a "warning indication of Radio Three's" conservative music policy of its former régime under Controller John Drummond. And ex-Virgin Records MD John Webster offered a typically controversial overview of the state of the British record industry.

A full report on the Radio One debate will appear in next week's issue.

VIRGIN REVEALS DAYTIME LINE-UP

Virgin Radio, launching 30 Apr, has announced its daytime presenter line-up. Kate Williams (ex-Capital Radio) is the breakfast DJ, followed by Richard Skinner (the station's Joint MD), Jonathan Colosse (from Australia), and Mitchell Johnson

(from Hong Kong). Evening/Weekend DJs include Rosie (ex-Radio One), Wendy Lloyd (ex-Radio Luxembourg & GR), Graham Bone (ex-Capital Radio), Chris Evans (ex-BBC), Steve Grogling (ex-BBC), Sandy Beach (ex-Artistic 25), and Rick Abbott (ex-BBC).

Virgin boss Richard Branson apparently played a large part in acquiring Chris Evans, encouraged by his children who are big fans of the whisky DJ.

RADIO WAVES

The new issue of BBC Music Magazine reveals that Radio 3's most frequently aired composers last year, in descending order, were Mozart, Beethoven, Schubert, Bach, Haydn and Brahms. The focus of The Listener & Viewer holds a seminar What Future For Live Radio? In Mar 5-7.30pm in Committee Room 5 at the House of Commons with speakers Sally Groves (BBC Music Publishers), Nicholas Shewan (South Bank Centre) and Andrew Clements, the Financial Times' Music Critic. Tickets £4. On 2-4 Apr, V&P's 3-day conference What Future For Public Service Broadcasting? at London's RIA includes a welcome address by Paul Wright, Head of the Department of National Heritage's Broadcasting & Film Division. Tickets £220/£100 concessions (0974-352835). Radio 3 has a new weekly two-part documentary series on the American Alabaird jazz label of the 60s, starting The 5 Mar at 4.30pm, reported The 10.15pm. Local talent? Star FM/Albion, launching in May, begins to look comely like County Sound/Widford before it was bought by Allied Radio. Star's chief Executive (and ex-County Sound MD) Mike Powell has appointed three wider roles. Ex-deputy MD Paul Owen becomes Director of Presentation & Music, while ex-head of New Valeris Barclay and ex-Sales Director Alan Toss take up identical positions. Capital's new substation has been constructed. Ex-FM/Widford has re-introduced local news with reporters Charlie Jordan and Sybil Powell, wife of the station's MD/PO

Chris Gray. Heritage Secretary Peter Brooke told a Q&A debate that he had so far received 4500 responses to the Green Paper on the BBC, but only seven from organisations. Sandy Marr, of Capital/London's evening new show The Day It Is, joins BBC 6.2 to co-present. Interviews with Nick Herbert. RT has two transmission contracts for 32 HA stations, worth £1.5m a year. Out of all the available newswriters, why does IBA employ one with a limp on the weekend shift who baffles the whole UK audience with stories about "assassinate" planting bombs in "Arabian land"? Midland look is sponsoring Atlantic 252's CashCall in which 10000 prizes are given away twice a day, seven days a week. Not your average radio listener? Exploring the virtues of BBC Network Radio, MD Liz Ferguson cited "Nigerian calypso from Lady Barbara on Radio 1." Defiant musicologists should note Ferguson's admission that she has a lifetime of Radio 1, 2 and 5 to catch up on. Legendary underground London community station 200/Now/Under has returned with full weekend programming, following more than a year of sporadic tests. How far would you go to win the daily £10.47 prize on Ireland 104.7 FM/Gerraghy's breakfast show (trioled patrol)? Markinson of Ian Cameron heard his registration number read out on air, but knew he was on the ferry to New, so they unceremoniously handed plates and took them to the station to claim his prize by the ten deadline. Black community stations Choice FM/Trinton and W&A/Red Green are unhappy that the

UK distributor of Spike Lee's new film I has decided to advertise it exclusively on BBC TV/London. Choice MD Patrick Barry is arguing with Warner Brothers that his station is "a victim of perception" and is "consequently facing much of the unfairness. Ratings I sought to highlight." W&A MD Joe Douglas says: "We would be justified in calling for a boycott." BBC Radio Light Entertainment needs Talent Producers and a Script Editor (071-527-4491). Pages Radio Training Centre in Cardiff needs a Centre Co-ordinator and Studio Assistant (021-695-5200). Two such chemist's jobs? cryic' as' cryic' a new study by Robert Walmsley, ELANee concludes that "in cities where there are a large number of country music radio stations, you will also find a high incidence rate." The Washington DC morning DJ Donnie Simpson, leaving black music station WJLB for rival WDCB with a six-year deal and \$1.5 salary, commented: "I hope this serves notice that we can all be paid. There's no half-price sale on salaries." Billboard magazine reports the latest radio promotion idea to catch fire at American stations. Lock your listeners in a brand new car, blanket books or Malibu, let them go to the bathroom every three hours, insist that everything that enters the car, such as food and wrappers, must stay inside, and give the car to whoever sticks it out the longest. EMB/Wisconsin's version, named "S.O. Spiders", ran 25 days before a [several smelly] winner emerged.

LATE NEWS

The Radio Authority has awarded the first of its five regional licences, covering the Severn Estuary, to Chiltern Radio Group's device under formered Galaxy Radio. Galaxy

currently holds the incremental licence for the Bristol area, which it bought from original licensee applicant FTV. In other areas, Essex Radio has been re-awarded both M and

FM licences in Essex, which were uncontented. And Northwood Radio has won both AM and FM licences for Aberdeens. Full details next week.

RADIO DIARY

- 9 MAR SCRAMBLES closing date for new licences serving 65,000 adults on AM or FM. Info: Radio Authority
- 10 MAR WANT FUTURE FOR PARADES & SERIAL PROGRAMMES? debate at Abbey Centre, London SW1 2-4.30pm, 110. Voice Of The Listener & Viewer, 101 Kings Drive, Grosvenor, West DA12 5BQ tel: 0474-352835
- 16 MAR WANT FUTURE FOR LIVE MUSIC? debate at Committee Room, House of Commons 6-7.30pm. Voice Of The Listener & Viewer, 101 Kings Drive, Grosvenor, West DA12 5BQ tel: 0474-352835
- 18 MAR NORTHWEST ENGLAND closing date for one regional FM licence serving 4.3 million adults. Info: Radio Authority
- 18 MAR FOCUS ON RADIO (2) debate on Speech Radio at IF Conference Centre, Regatta Street, London EC1. Info: The Radio Academy, PO Box 482, London W1A 4EE Tel: 071-323-3837
- 2/3/4 APR WANT FUTURE FOR PUBLIC SERVICES BROADCASTING - & GLOBAL EQUITY FOR LISTENERS & VIEWERS conference in London. Voice Of The Listener & Viewer, 101 Kings Drive, Grosvenor, West DA12 5BQ tel: 0474-352835
- 4 APR DIVERSITY closing date for licence re-applications for AM & FM services serving 420,000 and 530,000 adults respectively. Info: Radio Authority
- 6 APR UNDEL/VERTS closing date for licence re-applications for AM & FM services serving 280,000 and 260,000 adults respectively. Info: Radio Authority
- 20 APR FOCUS ON RADIO (3) debate on music radio at IF Conference Centre, Regatta Street, London EC1. Info: The Radio Academy, PO Box 482, London W1A 4EE Tel: 071-323-3837
- 19/20/21/22 APR FMS '93 organised by the National Association of Broadcasters at the Las Vegas Convention Centre. Info: 202-475-5359
- 20 APR LONDONSHIRE closing date for new local FM licence serving 100,000 adults. Info: Radio Authority
- 30 APR VISION RADIO launches nationally on L115 M
- 4 MAY NORTHWEST ENGLAND closing date for new regional FM licences serving 1.9m adults. Info: Radio Authority
- 4 MAY MIDLANDS closing date for licence re-applications for AM & FM services serving 575,000 and 225,000 adults respectively. Info: Radio Authority
- 11 MAY WANT MORE ONE NEWSHIFT (3) at SAC Pebble Hill, Birmingham. Info: The Radio Academy, PO Box 482, London W1A 4EE Tel: 071-323-3837
- 1 JUN NORTHGOUTH closing date for licence re-applications for AM & FM services serving 460,000 and 450,000 adults respectively. Info: Radio Authority
- 1 JUN SOUTH closing date for licence re-applications for AM & FM services serving 1.2m and 630,000 adults respectively. Info: Radio Authority
- 1 JUN EAST closing date for licence re-applications for AM & FM services serving 330,000 and 590,000 adults respectively. Info: Radio Authority
- 1 JUN WEST closing date for licence re-applications for AM & FM services serving 360,000 and 190,000 adults respectively. Info: Radio Authority
- 8 JUN LONDON closing date for applications for four AM and four FM services, six of which are re-advertisements and two of which are new, serving 3.5m to 7.5m adults. Info: Radio Authority
- 25 JUN APR 93 at Olympia 2, London
- 12 JUL COMMUNITY RADIO + TRAINING GROUPS pre-radio Festival conference on training, run jointly with the Community Radio Association. Info: The Radio Academy, PO Box 482, London W1A 4EE Tel: 071-323-3837
- 13/14 JUL RADIO FORTUNE at International Convention Centre, Birmingham. Info: Radio Academy, PO Box 482, London W1A 4EE tel:071-323-3837

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