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THE WEEKLY UPDATE ON THE UK RADIO INDUSTRY

1FM SAYS "NO" TO MORE SPEECH

Radio 1 has rejected the suggestion, contained in the BBC document *Extending Choice*, that it increase its speech content. Addressing a *Voice Of The Listener & Viewer (VVL)* seminar entitled *What Future For Live Music?*, head of Radio 1 Music Department Chris Lysett argued that the station's music output should be regarded as public service broadcasting, without the need for increased speech programming.

"It sometimes find that, within and without the BBC, we are confronted by critical elitism," said Lysett. "On one hand, it's acknowledged there are two different services for classical music and that Radio 3 can quite happily co-exist alongside Classic FM. It's understood that they perform two different functions."

But Lysett said the BBC's *Extending Choice* document justified Radio 1's future in the UK radio market "by getting more speech or [sic], because speech is an acknowledged ingredient to make us different from the commercial sector." He offered an emphatic "no" to this proposal.

"The message we must get across," Lysett continued, "both within and without the BBC, to the opinion formers and the Government, is the fact that music is the public service, whether it be *Sine Ineb Wille* [on Radio 1] or *Stockhausen* [on Radio 3]. One of our biggest frustrations is getting that message

across."

Lysett also criticised commercial stations for their lack of commitment to broadcasting live music, and he expressed frustration at his competitors' methods of promoting live events such as the *Freddie Mercury* tribute.

"We go in with a huge commitment and the resources to broadcast that concert," he explained. "In return for this commitment, we expect a certain association with it, whether it be branding in the auditorium or our logo reproduced on the tickets or advertising. Commercial stations will approach it purely as a commercial opportunity. They will hijack a large section of the event. They will do a straight centre deal between their branding at the concert for [advertising] airtime to promote that concert. They will go nowhere near actually broadcasting it. They perceive it purely as a promotional, commercial opportunity. That actually happened at *Freddie Mercury*. We were there with ten sound mixing vehicles. We put in a lot of resources. Capital Radio had a van outside. They interviewed people standing in. We got a little bit of backstage [sic] out of it and they associated themselves with the event without actually broadcasting it."

Stan Martin, Assistant General Secretary (Media) of the Musician's Union, criticised commercial

stations' lack of commitment to live music on cost grounds.

"A local commercial radio station can go and produce half-hour programmes for *Top Gear* halfpenny," Martin argued. "It costs as if it produces them for *Top Gear* halfpenny. The commercial radio sector does not spend any money on live music. In fact, I'd go so far as to say that it is a parasite on the back on live music, because all recorded music *acoustics* or other anomalies from live music."

Martin said the BBC should be proclaiming that its live music programmes "obscure, stoke and hold an audience" which, he felt, made listeners better human beings. "Whereas the continuous well-to-well play of records doesn't obscure, stoke and hold. I say it has a diminishing effect on people's ears and hearts. It goes in their ears but doesn't touch their hearts."

VFL Chairman Jocelyn has regretted the repeal of legislation that had required commercial stations to spend three per cent of their revenue on live music. "We tried to get through an amendment to the Broadcasting Bill," she said. "But it got shelved in the [House Of] Lords because as my peers are on the boards of independent radio stations and said 'Oh, it's quite preposterous. We can't possibly support a symphony orchestra.'"

## BBC INQUIRY INTO NEWS NETWORK

The BBC has launched an internal inquiry into its proposed 24-hour radio news channel, co-ordinated by Paul Harding who has been appointed Project Director of Radio 4 News Network from his former post as Editor of the network's Today programme. His brief is to oversee the re-organisation of the Corporation's controversial plan to launch the new station on listeners in a year's time, leaving Radio 4 on FM only, a suggestion that has precipitated more than 5000 letters of complaint from listeners.

"It will be a very detailed study, involving a great deal of research," explained Harding. "I want to hear as

many different views and perspectives as possible. This is clearly a subject that has generated huge interest and we have to listen to what people tell us."

Research company BSL has been commissioned to question 2000 Radio 4 listeners and 1000 general radio listeners, asking them what frequencies they use, what radios they have, the quality of FM reception, their use of car radios and whether they listen to radio as a background or primary activity. An additional 300 home visits will be made to people in South London, East Midlands and NorthWest England, who have reported difficulties with FM

reception.

Harding will also look at radio receivers on the market, analyse letters received by the BBC about the new station, and canvass the views of industrialists and academics. "Radio 4 listeners are very demanding and critical, but also fiercely loyal," he says. "It's a tribute to the programme and presenters that the audience feels so strongly about its ability to carry on listening."

The inquiry's findings will be presented to the BBC Board of Management in the autumn.

## CAPITAL CHARLIE

Capital FM/London has recruited 22-year old Charlie Jordan from BBC Birmingham to present its Friday/Saturday night show *The Love Zone* where callers request their favourite love songs. Jordan is an ex-model who keeps fit by kick-boxing and she offers this advice to budding

DJs: "Don't take yourself too seriously, know when to shut up, and love the music."

In other DJ moves, Virgin 1215 has confirmed that Tommy Vance will join the station from his fourteen-year stint at Radio 1 to present a weekly

daytime show, and work as Programme Consultant/Music Advisor. From 11 Apr, Vance's former Radio 1 Friday Rock Show will be presented by 26-year old Claire Sturgeon, until now Production Assistant to Simon Bates.

## RAJAR - MANCHESTER

Here are the latest RAJAR audience figures for Manchester, a market

whose Total Survey Area (TSA) comprises 2,963,000 adults, with

stations ranked in order by their most recent data.

Station	Day/Time	Format	Share of listening %		
			1991	1992	1992
			IV	II	IV
BBC Radio 1	AM/FM	top 40	26.5	21.5	19.7
BBC Radio 2	FM	middle-of-road	17.6	16.2	17.1
Piccadilly 96.1	AM	oldies	17.0	15.2	15.4
Piccadilly 107	FM	top 40	11.8	11.9	13.2
BBC Radio 4	AM/FM	news/talk	8.3	9.6	8.5
Atlantic 252	AM	top 40	n/a	n/a	5.3
BBC 6PM	AM/FM	news/news	n/a	n/a	3.6*
Classic	FM	classical	---	---	3.0
Signal Cheshire	FM	top 40	n/a	n/a	2.9*
Sunset	FM	cont/ethnic	2.2	n/a	n/a*
BBC Radio 5	AM	sport/adaptation	1.2	1.6	1.7
BBC Radio 3	FM	classical	1.4	2.3	0.7

sources: JCRAM/RAJAR/BBC. \*BBC 6PM 7PM is 2.5% Signal Cheshire 7PM is 0.5%; Sunset 7PM is 0.6% and its latest data is 1991(11).

## RADIO WAVES

**BBC World Service** has commissioned its first independent production, two series launching next month selected from more than 100 submissions. Commissioning is co-ordinated by Rick Hirst, Editor of Programme Development at Bush House \*\*\*\*\*  
**Tickets** are already sold out for The Radio Academy's third force On Radio seminar, discussing music radio on 20 April \*\*\*\*\*  
**BBC Radio's News & Local Affairs Correspondent** Joe Sillerman was named Broadcast Journalist Of The Year in the Bar Council's Legal Reporting Awards \*\*\*\*\*  
**How** to strengthen the indie production sector at British Actors' union Equity has written to independent producers seeking programme for the BBC, reminding them that the minimum fee payable to an actor for a day's work is £134 \*\*\*\*\*  
**BBC Radio Cumbria** has moved into a new £1.7m studio complex opposite Carlisle Castle and becomes the last BBC local station to switch from mono to stereo transmission \*\*\*\*\*  
**Choice PB**/Birtles's campaign for a London licence has drawn support from Channel 4 presenter Sarah Paulini, the Bishop of Croydon Dr Wilfred Woods, actor Norman Rossie and TV host Chrysalis Rose. Said Sales Director Bill Bebbick: "We have made Choice successful, profitable and credible - the rest is up to our listeners. We need to show the Radio Authority that we can exert pressure as a group" \*\*\*\*\*  
**Conjunction?** Just three days after the launch of album-orientated **Virgin Radio**, **Radio 1** will cut down the top 100 album of all time \*\*\*\*\*  
**Heavy** on-air promotion is currently encouraging listeners to send in votes for their personal top five, with the chance to win an album of their choice \*\*\*\*\*  
**Radio 4's Women's Hour** is

organizing a fashion show for final year students of St Martin's College and will broadcast an edition devoted entirely to fashion issues on 3 May \*\*\*\*\*  
**Speakers at WPA's What Future Public Service Broadcasting?** conference 2-4 Apr include Elizabeth Smith, BBC World Service Controller of English Language, Frances Howard, Head of Programme at France's ORF, and Stephen Selzer, Chief Executive of American Public Radio (0474-352875) \*\*\*\*\*  
**The Features Department** of Arts, Science & Features, BBC Network Radio has been restructured. Sharon Beoff becomes Editor, Topical Features and is responsible for Radio 5's 88 alternative with Johannes Weller; Richard Moseman becomes Editor, Documentary Features; John Hooley is Editor, Arts; and Deborah Cohen is Editor, Science Output \*\*\*\*\*  
**Virgin Radio's** first ten advertisers on 30 Apr will be Carling Black Label, McDonald's, Blockbuster/Edis, Express Newspapers, Elextra, Perrier, Hewlett Packard, Royal Mail, Laboratoire Garnier and Elsey National \*\*\*\*\*  
**Armando Janssen**, producer of the award-winning parody series On The Now, has his own Radio 1 show at 8.30pm on 27 Mar & 3 Apr, which he describes as "not so much a comedy programme, more Radio 1 with a head cold" \*\*\*\*\*  
**Now** in its 25th year, Charlie Chester's **Radio 2** show Sunday Snapshot has won the National Media Award of the National Co-operative Education Association \*\*\*\*\*  
**Contrary** to recent reports, **Radio 4** has decided not to invite outsiders to bid for its new Sunday evening radio series, such to the annoyance of several independent producers \*\*\*\*\*  
**In the 1992 Medical Radio Awards** sponsored by SmithLine Section, **Radio 4's** Graham Ellis won

the gold certificate for an edition of Face The Facts. For Year collected the silver for a programme in the You and Yours series, and Neale Boden was highly commended for an edition of File On Four \*\*\*\*\*  
**BBC News 6 Current Affairs** MD Tony Hall commented on the public's resistance to its proposed news channels: "My job is to separate out the issues and let people see that there is a very strong case for 24-hour news radio. I have been to meetings with groups of the public where their initial hostile stance has changed when they have heard what we are actually trying to do" \*\*\*\*\*  
**The first phase** of the BBC's Programme Strategy under new Network Radio MD Liz Ferguson includes the group assembling music and arts who will report back by the end of July. Amongst its members are Radio 3 Controller Nicholas Kayson, Radio 1 DJ Andy Koster, Bill Harris, Special Assistant to Ferguson, and Janet Street Porter, Head Of Youth & Entertainment Features, Network TV \*\*\*\*\*  
**The** reassignment of London pirates gathers further momentum, with fifteen stations on-air last Thursday evening and more than thirty during the weekend. Half play rock music and the other half popps and soul, though there is a noticeable increase in airplay for two-step classics and the R street soul phenomenon, excellent music that is still marginalised by legal radio \*\*\*\*\*  
**Commenting** on the new single "Do You Wanna Funk (Or What)?" taken from American act BebeReed's second album, their leader Michael Tovey said: "On the single, it only says 'Funk' like five times. We took out the word and put in a soul, a woman singing." \*\*\*\*\*

## RADIO DIARY

- 2/3/4 **MP** **WEST** **FUTURE** FOR **PUBLIC** **SERVICE** **BROADCASTING?** - a GLOBAL **REGULY** FOR **LISTENERS** & **SPONSORS** conference in London. **Voices** of **The** **Listener** & **Viewer**, 101 Kings Drive, Greenend, East 1017 59Q tel: 0474-337035
- 4 **MP** **COVENTRY** closing date for **license** re-applications for **AM** & **FM** services serving 620,000 and 520,000 adults respectively. **Info:** Radio Authority
- 6 **MP** **BRUNN/WEEN** closing date for **license** re-applications for **AM** & **FM** services serving 780,000 and 260,000 adults respectively. **Info:** Radio Authority
- 20 **MP** **FOCUS** ON **RADIO** (3) debate on **radio** at **IF** Conference Centre, Beagat Street, London ECL. **Info:** The Radio Academy, PO Box 452, London W1A 4SE Tel: 071-323-3837
- 19/20/21/22 **MP** **MAS** 20 organised by the National Association of Broadcasters at the Las Vegas Convention Centre. **Info:** 202-429-3350
- 20 **MP** **LONDON** **OFF** closing date for new local **FM** **license** serving 100,000 adults. **Info:** Radio Authority
- 30 **MP** **VIENNA** **RADIO** launches nationally on 1215 **HR**
- 4 **MP** **WILTSHIRE** **ENGLAND** closing date for applications for new regional **FM** **license** serving 1.9m adults. **Info:** Radio Authority
- 4 **MP** **WYOMING** closing date for **license** re-applications for **AM** & **FM** services serving 575,000 and 225,000 adults respectively. **Info:** Radio Authority
- 11 **MP** **WHAT** **ABOUT** **THE** **WORKERS?** (3) at **IBC** **Pablo** **N.11**, Birmingham. **Info:** The Radio Academy, PO Box 451, London W1A 4SE Tel: 071-323-3837
- 1 **MP** **WYOMING** closing date for **license** re-applications for **AM** & **FM** services serving 460,000 and 450,000 adults respectively. **Info:** Radio Authority
- 1 **MP** **WISCONSIN** closing date for **license** re-applications for **AM** & **FM** services serving 1.8m and 610,000 adults respectively. **Info:** Radio Authority
- 1 **MP** **CAROLINA** closing date for **license** re-applications for **AM** & **FM** services serving 370,000 and 550,000 adults respectively. **Info:** Radio Authority
- 1 **MP** **WISCONSIN** closing date for **license** re-applications for **AM** & **FM** services serving 360,000 and 190,000 adults respectively. **Info:** Radio Authority
- 8 **MP** **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 5.8m to 7.5m adults. **Info:** Radio Authority
- 15 **MP** **WILTSHIRE** closing date for applications for new **FM** **license** serving 135,000 adults. **Info:** Radio Authority
- 25 **MP** **NEWS** 53 at Olympia 2, London
- 6 **MP** **WEST** **MIDLANDS** closing date for applications for new regional **license** serving 2.2m adults. **Info:** Radio Authority
- 12 **MP** **COMMUNITY** **HEARD** - **TRAFALGAR** **SQUARE** pre-radio festival conference on training, run jointly with the Community Radio Association. **Info:** The Radio Academy, PO Box 452, London W1A 4SE Tel: 071-323-3837
- 13/14 **MP** **WIL** **RADIO** **FESTIVAL** at International Convention Centre, Birmingham. **Info:** Radio Academy, PO Box 451, London W1A 4SE tel: 071-323-3837
- 3/4 **MP** **TECHNICAL** & **LEGAL** at Metropolitan Hotel, Birmingham
- 9 **IBC** **PERSON** **LAUNCH** at The Gavel, London WC2. **Info:** The Radio Academy, PO Box 451, London W1A 4SE Tel: 071-323-3837

**AIRMAIL - PRINTED PAPER**