

# Now Radio

THE Magazine for  
Today's Radio  
Industry

Issue No. 49

March 23, 1988

## HOME OFFICE SAYS IBA WILL HAVE ROLE IN RADIO'S FUTURE

Mr TIMOTHY RENTON, Home Office Minister with special responsibility for Broadcasting, has said that there will be a role for the INDEPENDENT BROADCASTING AUTHORITY after the new RADIO AUTHORITY comes into being.

Speaking to the Home Affairs Committee looking into the future of broadcasting, TIM RENTON said the Government expected that the IBA would be able to offer its services on a commercial basis in the area of transmitter provision.

The IBA could supply, or lease transmitters to existing ILR stations and the hundreds of new community and commercial stations which will be licensed and regulated by the new "light touch" RADIO AUTHORITY.

The Minister claimed that: "If commercial radio was to stay with the IBA, it would be both supplier of services and judge of how those services would be used."

Mr RENTON also told the Committee other reasons why the Government had decided to move non-BBC Radio under a new RADIO AUTHORITY rather than leave it with the INDEPENDENT BROADCASTING AUTHORITY.

He said the new stations, which would include commercial and non-profit operations, must be regulated with "A light touch".

The Broadcasting Minister estimated that the new RADIC AUTHORITY would probably spend between £1m - £1.5m per annum, compared to the IBA's £3m.

## OPENING UP THE CLOSED SHOP

Read NORMAN McLEOD on Page 22 of this issue of the new weekly NOW RADIO....

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THE MAGAZINE FOR TODAY'S  
RADIO INDUSTRY

# NOW RADIO

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# EDITORIAL COMMENT

Issue No. 49

March 23, 1988

*NOW RADIO is Registered as a  
Newspaper at the Post Office*

Another round of talks aimed at resolving the problem of needletime allowances for commercial radio has ended in deadlock.

ILR stations remain having to work with the 9-hour-per-day upper limit to airtime given over to commercial recordings.

As a result the launches of new Split-frequency services by ILR stations coast to coast have to continue to be placed on the back burner.

Whilst we still cannot find ourselves completely in agreement with existing stations being allowed to race ahead of prospective new entrants in the field of local commercial and community sound broadcasting, we do find ourselves more than frustrated by the fact that no agreement on needletime has been reached after all these years.

Is it not time that we tested PPL's power over our industry and simply pushed ahead with our own developments. Keep a record of how much needletime is used in excess of 9-hours, notify PPL and simply let PPL invoice each station for what is owed?

HOWARD G L ROSE  
Editor



## INVICTA DROPS BUKHT AS TAKEOVER BIDS CONTINUE

Takeover bids continue to be made to financially troubled Kent commercial station INVICTA RADIO. Amongst those interested in taking over the station are RADIO MERCURY, the Crawley, Sussex contractor and a group headed by former managing director of RED ROSE RADIO, DAVID MAKER.

A Board meeting at INVICTA RADIO last Friday resulted in the announcement that managing director MICHAEL BUKHT was leaving the company and his place was being taken temporarily by deputy managing director/head of sales NIGEL REEVE.

Shareholders have been advised not to take any action over the takeover offers until and unless instructed to do so by merchant bankers ROBERT FLEMING who are acting as advisors to the station. The station claims it will make no further announcements until and if it agrees to any of the takeover offers.

MICHAEL BUKHT, known to millions for his TV appearances as The Crafty Cook, is opening a chain of fifty new restaurants across the south east under the corporate title CRAFTY COOK. He will be retained as a Consultant to INVICTA RADIO.

"My main task at INVICTA is done," said BUKHT. "The station is number one, sales are booming and audiences are rising, and it has a first class reputation in the community," said BUKHT.

Because of his outside commitments, BUKHT was unable to give one hundred percent attention to the station. Now, and especially due to takeover bids, the Board feels it must have a full-time managing director.

NIGEL REEVE will hold the position until a new MD is either hired by INVICTA or who-ever takes it over.

## NO AGREEMENT OVER NEEDLETIME

A major meeting between the ASSOCIATION OF INDEPENDENT RADIO CONTRACTORS (AIRC) and PHONOGRAPHIC PERFORMANCE LIMITED (PPL) in London on Monday failed to provide a solution to the problem of needletime quotas for new split-frequency radio services for ILR stations.

BRIAN WEST, Director of AIRC, told NOW RADIO: "We covered a lot of ground and had an interesting day. But, we did not reach agreement."

No date has yet been set for further talks on the issue.

The launch of split-frequency services depends on AIRC reaching agreement with PPL for more than the present nine hours per day needletime ceiling for ILR stations.

## CHILTERN BUYS AUSSIE SHARES

CHILTERN RADIO NETWORK has bought back the 10% of shares held in the company by the Australian media operation PAUL RAMSAY GROUP.

CHILTERN had been unhappy with the Australian shareholding since PAUL RAMSAY took on the shares from STANDARD BROADCASTING LIMITED of Canada.

CHILTERN had been putting pressure on the IBA to get PAUL RAMSAY to sell its stock.

## DAVIDSON TO COUNTY SOUND

IAN DAVIDSON has joined COUNTY SOUND where he will produce and present a Sunday night jazz show. He will also be selling airtime and continue to voice commercials.

He joined the station from RADIO MERCURY.

DAVIDSON first appeared on British Radio in the 'sixties with the offshore superstation WONDERFUL RADIO LONDON.

## BBC PREPARING INDEX OF OUTSIDE INTERESTS OF STAFF

The BBC is preparing a massive file of all outside interests of its 25,000 staff in what it feels would be an effort to prevent the Corporation coming into disrepute or positions that could compromise its editorial standards.

As well as full-time staff, freelance presenters and contributors will be held on the register.

Increasing numbers of BBC staff and freelancers work for outside private companies on such work as script writing, production, editing and presentation.

The BBC is having a set of new guidelines drawn up for presentation to JOHN BIRT (the Deputy Director General) by JOHN WILSON, Controller of Editorial Policy.

## NOW RADIO TRIP TO CAROLINE

NOW RADIO is chartering a large vessel for a very special journey to the ROSS REVENGE, offshore base for RADIO CAROLINE, later this year. The idea of the journey came from several subscribers who have worked for CAROLINE - some as far back as the 1960's.

Details are still being put together, but it is an idea to call the NOW RADIO office and state that you are interested in joining us on this special journey. For broadcasters it would be a good time to obtain some programme material, perhaps.

There will be a bar aboard the ship and food will be available. The trip will start from a port in Kent. Further details will be published in NOW RADIO shortly.

Don't forget to call, or write, if you want to join us...

## RECORD PROFITS FOR RADIO 210

RADIO 210 has filed record profits for the financial year ending September 30, 1987.

Pre-tax profits were £138,683 compared to £51,576 the previous year on turnover up from £1,084,724 to £1,478,099.

RICHARD PALMER, Chairman, said that whilst the company were very pleased by the high level of profits in a year in which the company made heavy investments, it was pleasing to note that already, in the first four months of this current financial year, those profit levels had already been surpassed.

At the moment RADIO 210 and Bournemouth's 2CR are dealing with the "legalese" of their merger arrangement.

## WYVERN FIVE-FOLD PROFIT HIKE

Worcester-based RADIO WYVERN, one of the country's smallest commercial radio outfits, has recorded a five-fold increase in trading profits in the financial year to September 30, 1987.

Pre-tax profits were recorded as £83,000. Turnover, which was £554,000, saw a 14% increase over the same period the previous year.

## SIGNAL FIGURES

Stoke-on-Trent's SIGNAL RADIO saw its turnover increase by 35 percent last year.

The station has filed pre-tax profits, in the year to September 30, 1987, of £142,000.

## BEST YEAR

National Spot advertising airtime sales in February were 83% up during February on the same month last year, according to latest statistics from sales agency BMS in London.

## OYSTON PREPARES RED ROSE FOR STOCK MARKET

OWEN OYSTON, back in control as Executive Chairman of RED ROSE RADIO, is making immediate plans to seek a Stock Market quotation for the (so-far) 3 station operation.

He is also making a decision soon on the loss-making RED ROSE ADVERTISER newspaper, which was launched in Preston to a 120,000 market last summer and lead to the recent boardroom rows within the company.

At a Board Meeting last week Managing Director DAVID MAKER and Chairman RASCHID GIBRAIL were asked to resign.

MAKER, along with the REALLY USEFUL GROUP, have already started making moves to buy-out financially-troubled INVICTA RADIO in Kent.

Meanwhile, back in Preston, the OYSTON camp are also brushing down plans for a national commercial radio licence application - something which will again bring about a battle between OYSTON and MAKER - as MAKER's group will also be bidding for a national franchise. Another problem for OWEN OYSTON will be to reverse the decline in its three stations' JICRAR figures.

## MIKE GRAHAM LAUNCHES NEW RADIO OP

A 'designer' radio service for pubs, night clubs and retail chains is being prepared by MIKE GRAHAM, Director of CCB (City Centre Broadcasting).

The Newcastle-upon-Tyne company has already started 'test-transmissions' to a number of Vine Bars in the city. Sponsorship has already been lined up from RED STRIPE lager and CAMERON BREWERIES.

The pop service is aimed at 18-24 year olds and is being heard in 4

Vine Bars owned by MIDSUMMER INNS GROUP. Broadcasts at the moment are during licensing hours.

THE POWER STATION, as the service ID's itself, will later expand to include retail chains, supermarkets, hotels, etc.

Sponsorship of an evening, at the moment, works out at around £500. Four to six mentions per hour are given to the sponsor. Spot commercials are not carried as these are thought to be "not what our punters want to hear" according to CCB's Sales Manager DAVID DENNISON. MIKE GRAHAM set up Newcastle's RADIO TOP SHOP 8 years ago and has also worked for METRO RADIO and RADIO TEES.

The POWER STATION is carried over BRITISH TELECOM lines used for Cable TV/Radio.

## UK'S BIGGEST ADVERTISER - A LOUSY EARNER FOR INDIE RADIO

The biggest advertiser in the United Kingdom last year was MFI.

MFI was, however, not very exciting news for commercial radio. In fact, the company which spent £1,740,000 on TV, £14,175,000 in Newspapers and £3,209,000 in magazines, spent only £17,000 on Radio !!!

Commercial Radio's biggest spender was ARIEL AUTOMATIC POWDER (£1.5m). NESAFE COFFEE spent £1.2 on spots and sponsorship of the NETWORK CHART and DBL also spent £1.2m.

Other major clients, in order were, (4) TOPOL - £0.9m, (5) KLEENEI TOILET TISSUE - £0.9, (6) KLEEXEY TISSUE RANGE - £0.9m, (7) DEVHURST BUTCHERS - £0.8m, (8) CODA MED TABLETS - £0.8m, (9) LRT BUSES - £0.8m, and (10) BROOKE BOND D TEA - £0.7m.

The biggest category for commercial time on ILR in 1987 went to RETAIL & MAIL ORDER which accounted for £9.2m income for the stations over that 12-month period.

## ADELAIDE STATION IN A\$10.5 MILLION DEAL

Only a matter of days after it was sold as a part of the 8-station MACQUARIE network package from JOHN FAIRFAX, the new owners, SONANCE CONSORTIUM have resold the Adelaide facility for A\$10.5 million.

The new owners are the FIRST RADIO group who have pledged it will remain a part of the network which is the largest in Australia.

## PEACE STATION AIRING VIEWS

As the troubles continue on the Occupied Territories, the non-political and independent commercial station VOICE OF PEACE has started a series of nightly Call In programmes in which ordinary citizens - Jews and Arabs - Christian and Muslim - are being invited to air their views and opinions of possible solutions: The programme is being hosted by station director and veteran peace campaigner ABE WATHAN.

The VOICE OF PEACE broadcasts on AM and FM from the radio ship MV PEACE, in international waters, off the coast of Tel-Aviv.

The station broadcasts mainly in English, with some output in Hebrew and Arabic. Most broadcasting staff are hired in the United Kingdom and come from Britain and Ireland.

## 1's NEW BOY ON PRIME SHIFT

RADIO 1's newest late-night personality MARK GOODIER is shifting to early morning programming when he hosts the ADRIAN JOHN show from Monday, March 28 for a week. MARK presented shows at all times of the day and night prior to joining RADIO 1 in ILR.

## TARA TEAM IN TOWN

Station Director TRAVIS BAXTER and Programming Consultant JOHN CATLETT are both in Dublin at the moment working on initial plans for the new long wave super-station RADIO TARA. They will not be hiring staff just yet - prospective applicants should check NOW RADIO for the "word".

## RADIO BROADCASTERS IN RADIO PLAY ABOUT RADIO...

MARGARET HOWARD, VALERIE SINGLETON, DEREK COOPER, GORDON CLOUGH, JENNIFER MURRAY, PAUL VAUGHAN and MRS ANTROBUS (from THE ARCHERS) star in LALAGE HITCHCOCK's comedy "A LONG WAVE GOODBYE" which is to be broadcast on RADIO 4, Thursday, March 31 at 1502 hours.

The play is about a husband who finds he can no longer communicate with his wife because of her addiction to radio and decides that drastic measures are needed. He rings up a Call In show, writes a Radio Play about their situation and even appears on WOMEN'S HOUR. However, in an ironic turn of events his wife is never listening at the appropriate moments. In desperation the husband climbs a transmitter mast and broadcasts his troubles to the nation.

*Could this start a new trend amongst NOW RADIO readers?!*

## PUPILS CUT LINES

Four pupils, two 15 & two 14, from the WILLIAM FARR SCHOOL, Welton, Lincs were suspended after cutting through transmission cables used for RADIO 4's ANY QUESTIONS? programme on March 11th.

The programme was being broadcast live at the time and music replaced the rest of transmission until its regular Saturday midday repeat slot on the network.

## NOW RADIO-RADIO ONE DAY EVENT FOR PROSPECTIVE LOCAL COMMERCIAL & COMMUNITY RADIO BROADCASTERS

*NOW RADIO-RADIO* is the name given to a special one-day Exhibition and Seminar designed to appeal to all prospective commercial and public service radio broadcasters.

The event, which will be on Saturday July 2nd, 1988 at the Corn Exchange Hall, Kettering, Northamptonshire, is being organised by *NOW RADIO*.

*NOW RADIO-RADIO* will provide future station operators with a chance to view a whole range of broadcasting equipment and programming aids and services, plus it will provide an opportunity for broadcasters to meet and exchange ideas. Expert advice will be available from a range of key figures.

*NOW RADIO-RADIO* is being held in Kettering because of the ease with which it can be reached by road and rail. Hotel and Bed & Breakfast Accommodation is also available for delegates wishing to stay overnight.

The event opens to the public from 12 midday and will continue through into the evening.

There will be a Licensed Bar and a range of Light Refreshments will be available.

Admission will be by ticket, and these much be obtained before the event. Prices are £10 for *NOW RADIO* subscribers and £15 for non-subscribers.

Details on Display Space can be obtained from *NOW RADIO-RADIO* PO BOX 45, Kettering, NN16 0NW or by calling (0536) 514437 during office hours.

"This will be an ideal opportunity for tomorrow's broadcasters to actually see what will be available

to them and for a most worthwhile exchange of ideas, information and dialogue." said *NOW RADIO* Editor, HOWARD G L ROSE.

## IRISH PRIVATEER GOES SHORT WAVE

VABC RADIO, from Donegal, Ireland, is relaying its mainstream programming for around six hours per day on 6300 kHz in the shortwave.

Transmitter power, according to a VABC spokesman, is only 150 Watts.

## NORWICH COMMERCIAL STATION INCREASES PROFITS FOUR-FOLD

Norwich-based *RADIO BROADLAND* has filed pre-tax profits of £200,000 for the year to September 30, 1987. That is a four-fold increase over figures for 1986.

## WORLD SERVICE VOICE IN PARIS

The BBC is seeking permission from the French broadcast licensing authority to relay programmes of BBC *WORLD SERVICE* in Paris.

The BBC envisages the station as one in an eventual chain of such stations throughout the European Community.

Programmes would be carried over the ECS-1 satellite.

## SOUTH FLORIDA RADIO TAPE OFFER

Copies of the special *SOUTH FLORIDA RADIO* cassette are still available through *NOW RADIO*.

The cassette features a whole 90-minute selection of commercial radio stations and a variety of formats including oldies, CHR and the new *WAVE*. Priced only £2.00p including postage and packing. Order from *Now Radio (Offers)*, PO Box 45, Kettering, NN16 0NW.

**NOW RADIO  
TRIP TO SEA**

*Provisional Bookings can now be made for the first ever NOW RADIO trip to visit RADIO CAROLINE and all aboard the radio ship ROSS REVENGE.*

*Our trip, from the Kent coast at Strood, will take those aboard our specially chartered vessel alongside the SHIVERING SANDS TOWER (once home for RADIO CITY) and the almost-home-for-RADIO KENT (Tonge Sands Tower) then out to the anchorage of CAROLINE itself.*

*The vessel we shall be using has full under-cover accomodation and there will be a wide range of hot food and drinks available.*

*The round-trip will last around 12 hours.*

*The first special NOW RADIO trip is planned for Saturday May 14th and all who book will in turn receive full details on the precise departure time, how to get to Strood and details of Hotel and B&B's in the area plus transport services to the town.*

*Due to the large interest, we ask you to make your booking as soon as possible: Please complete the form alongside and return it to the NOW RADIO office as soon as possible.*

*Members of the NOW RADIO team will be going along with you and there should be one or two very special surprises.*

*In case of bad weather alternative arrangements will be made and details of these will be sent upon booking.*

COMPLETE & RETURN THIS BOOKING FORM  
TO: NOW RADIO (Boat Trip), PO Box  
45, Kettering, NN16 0NW.

NAME:.....

ADDRESS:.....  
.....  
.....

POSTCODE:.....

TEL:.....

I wish to fully Book \_\_\_\_ place(s)  
on The NOW RADIO trip to see RADIO  
CAROLINE on Saturday May 14th,  
1988.

Please find enclosed £\_\_\_\_\_.

PRICES: Tickets £25.00p each.

and a copy for a friend:  
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COMPLETE & RETURN THIS BOOKING FORM  
TO: NOW RADIO (Boat Trip), PO Box  
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Please find enclosed £\_\_\_\_\_.

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N O W R A D I O - R A D I O

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Please Send Me \_\_\_\_\_ Tickets for RADIO-RADIO. I/We enclose  
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NAME:.....

COMPANY/ORG NAME:.....

ADDRESS:.....

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POSTCODE:.....

TELEPHONE:.....

Please mail information about:

HOTEL ACCOMMODATION ( )

BED & BREAKFAST ACCOM ( )

BRITISH RAIL SERVICES ( )

COACH SERVICES ( )

ANYTHING ELSE? ( )

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## PRODUCT REVIEW

*"Radio Production - An Introduction To The Sound Medium" by Robert L Hilliard. Longman £16.95*

*"Radio Programming - Consultancy and Formatics" by Michael C Keith Focal Press £15.00*

These two new books are a must for anyone thinking of entering the world of radio. Whether you want to run a 24 hour music station (Charles Turner style) or a public access community station (CRA style) these books are for you.

Robert Hilliard's book is the business manual. Now into its third edition this book looks at radio from the American experience. It utilises experts from the relevant fields to make this a true broadcasting bible.

It looks at station management, the recruitment of staff and the question budgeting. It moves on to cover sales organisation (for both large and small stations), studio and operating facilities, an introduction to formatting, writing for radio (from news to drama to minority programming) and producing / directing. A whole chapter is also spent looking at the specialist requirements needed of broadcasters - even down to what you want from your "weathercaster"!

If you don't know your AOR from your CHR, your Vintage from your Adult Contemporary then Michael Keith's book is for you. Like Hilliard's book it is based on the USA radio industry. Separate chapters look at every conceivable format available. Comment from radio consultants show where on air stations went wrong with their formatting and how their problems were solved. The introductory chapters make interesting reading too giving a good introduction to formatting and music programming techniques.

The book also looks at how well different formats fair in the highly competitive market. Bottom of the list (sorry Mr Hurd!) is Jazz with a 0.1%, half way up is Black/Urban Contemporary (what your London Pirates are up to) with 8.0%, Contemporary Hit Radio (Laser 558 style) gets 18.4% and top of the list is Adult Contemporary with 21.6% of the audience.

If you were to pay a radio consultancy firm to tell you the information contained in these publications you wouldn't get any change from £200. I've worked in the radio industry since 1980 and these books taught me things I didn't know. I'm sure they can do the same for you. Buy them.

*Mark Jones is the National Campaigns Worker for the CRA.*

## SOMETHING FOR 'REVIEW'??

Do you have something you would like reviewed by one of our team?

A new book? Programming Aid? Equipment? Recording?

Please send a sample to: Product Review, NOW RADIO, P. O. Box 45, Kettering, Northamptonshire, NN16 0NW.

## 1988 WORLD DJ CONVENTION

This annual event is organised by the Disco Mix Club, an international body of disc-jockeys organised by former Caroline and Luxembourg DJ TONY PRINCE. Sponsored by Technics and Stanton the convention was spread over three sessions this year, the Hippodrome, Astoria Theatre and the Royal Albert Hall.

One of the highlights of this years event was a debate into the future of radio - hosted by international broadcasting correspondent for a variety of magazines - PAUL RUSLING, himself a former disc-jockey.

His panel was probably the most powerful panel of music programmers assembled on one stage - PAUL BROWN (the head of the Radio Programming at the IBA), CHRIS CARY of RADIO NOVA the new satellite radio station to be launched on May 1st, HOWARD G L ROSE Editor of NOV RADIO, RICHARD PARK (Programme Director of CAPITAL RADIO), TONY MCKENZIE GPD at Irelands top music station - ENERGY 103 - until it closed March 11) and finally JOHNNIE WALKER who graciously stepped into ROGER LEVIS (Head of Music at Radio One)'s shoes who has been ill with a bout of 'flu for a week at that stage.

Although the 1500 DJs present had all been equipped with whistles by CBS Records to accompany the World Mix Masters semifinals, the theatre was a respectfully hushed whilst the panel voiced their fears and excitement at the explosion awaiting radio over the next year.

RUSLING first described the background of each member of the panel - how odd that all bar one were former radio ship DJs!

PAUL BROWN described how the government's proposed legislation

would affect the existing IIR stations, and why the IBA felt they should retain control of non-BBC radio. He asserted that should the Home Secretary relent and leave non-BBC radio with the IBA then it would not insist on 'mixed format' programming for the national stations.

RICHARD PARK cited the obstacles of copyright payments as being the biggest hurdle yet to clear - and got involved in a heated argument with TONY MCKENZIE of Dublins top station ENERGY 103. In an attempt to secure some sympathy for stations and make a point PAUL RUSLING invited RICHARD PARK to tell the DJs just how much CAPITAL RADIO must pay to play a record - his figure was a minimum of £100,00p.

In Dublin stations have entered into a voluntary relationship with the copyright collecting agencies and now all remit some 12% of their earnings - so no-one has the right to call them pirates.

Having had his dig at the music-business people present PAUL RUSLING then asked the panelists how many audition tapes they spot each week. RICHARD PARK astounded many when he said they got about 200 a week - and usually replied to two thirds of those - the rest had to be left until the following week as there just wasn't the manpower or budget to deal with them.

HOWARD ROSE, JOHNNIE WALKER and CHRIS CARY have had success in getting appointed by several stations - their advice was unanimous: "Keep pestering the stations, and be around all the time. Do the running and carrying and you'll soon get a break - its then up to you to prove yourself."

HOWARD ROSE told the audience how he did it: "I listened to him (JOHNNIE

WALKER and hung around him (CHRIS CARY) until I got lucky!"

JOHNNIE WALKER told how he'd read about a new station in the DAILY MIRROR, rang them up and asked where the station - 'Swinging Radio England' was. He then went around to the owner's suite at the London Hilton and his keenness was rewarded with a trip out to the ship which became the launching point for his career.

CHRIS CARY surprised many of the delegates when he announced that his new 'sky-borne' RADIO NOVA INTERNATIONAL would debut on May 1st, and explained how the authorities had stopped his plans for years with their lies of 'not enough frequencies'. "Finally I've come up into gigahertz, where there's room for thousands of stations and they can't stop me any longer!"

Another surprise for many DJs was advice from the programmers that RADIO CAROLINE was still a good place to start. "We listen to the new DJs on the ship(s) and if they are that golden or exciting new voice we're looking for we send out a message and get them off on the next tender to join us."

NOW RADIO Editor HOWARD ROSE reiterated the value of gaining early-career experience with CAROLINE. In fact he has worked for the station both very early and just a few years ago after many years in the radio industry. "You'll learn a hell of a lot about communicating, and radio, working out there!" he said.

TONY MCKENZIE was highlighted as an example by CHRIS CARY. He'd heard him on air, got him off the ship and onto the air in Dublin and now here he was as programme director hiring jocks just a short time later.

## CABLE INVESTMENT COULD MAKE UK NEW MAJOR-MARKET

Investment by United States financiers could be boosting what has until now been sadly lacking UK interest in cable system investment programmes.

If projections are right, and The CABLE AUTHORITY advertises 10 new franchises, the UK could become the third major European market for cable tv and radio audiences and advertising.

At present cable only penetrates 254,500 homes - leaving 10 other European countries with better figures.

With new franchises Britain could become a 2 million cable home market, leaving it behind only The Netherlands and West Germany.

New franchises could be advertised in parts of London as well as Leicester, Leeds and Bradford.

## GOOD-LUCK, SUE!

SUE LAVLEY takes over from MICHAEL PARKINSON as presenter of RADIO 4's DESERT ISLAND DISCS on Sunday, March 27.

The programme takes to the air at 12.15 pm.

Her first guest will be LORD HALSHAM. He will be the 1,884th guest in the programmes 46-year run. Next lined up will be JANE ASHER (April 3) and ARTHUR SCARGILL (April 10).

The first DESERT ISLAND DISCS was with comedian VIC OLIVER as the castaway and was transmitted on January 29, 1942.

Originator of the format, ROY PLOMLEY, who died in May 1986, planned it as a 6 programme series. The BBC liked it and suggested eight.

It is now the longest running programme after only THE DAILY SERVICE and THE WEEK IN WESTMINSTER.

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

"We'll be going for every pirate at least once, preferably twice, this week..." claimed an officer of the Dti's RADIO INVESTIGATION SERVICE (RIS) to one of the many unlicensed stations raided the other week.

Certainly the number of 'raids' on pirate stations in London has hit quite a high. In fact, checking back on figures for the past couple of years, we discover that March is the peak-period for Dti activity. April and May also rank as 'busy' periods for the officers whose job it is (under the Wireless Telegraphy Act) to police the airwaves of the country. By June, and through July and August, things appear to quieten down.

The recent spate of raids have seen the two stations mentioned on the LVT programme on pirates and payola raided almost daily. TIME FM and LVR claimed in that broadcast they were making tens, if not hundreds of thousands, of pounds per year from payola. Payola, the paid 'plugging' of a record is a nasty business which few can condone. Certainly the Dti is investigating where the money made by pirates goes. It has, as NOW RADIO readers would have read a few weeks ago, become such a serious concern to the Dti that they've hired a former Scotland Yard officer to look into the finances of pirate radio. Gangsters, crooks, drug-dealers, etc have been mentioned at times.

Even a station like TKO, which has one of the purest signals of any station in London, has been subjected to raids in recent times. It is located in something not far short of a fortress! A strong brick building which has been completely encased with thick steel plating has been given the Dti's treatment.

Claimed continuing 'good relations' with the local police force in Notting Hill has allowed black community station JBC to continue much as usual with its daily service. But then again, JBC are not being too greedy. They want to serve an area and they keep their power low and do just that.

A lot of the other stations set themselves up to run the highest transmitter power from the highest aerial site. The result is London now has no frequencies left as the pirates have filled every possible gap on the FM band. Now you'll hear two, or more, stations battling it out on the same frequency. The resultant mess can achieve little or nothing for most stations.

If such stations were to select a localised area, rather than almost always looking at London-wide coverage, transmitter power could be kept low (as could aerial siting) and the same frequency could be used several times over and decrease the mess we now have on the capital's FM band.

Come the day of deregulation one must ask how these stations will fit into any new arrangement? Will they be prepared and professional enough to want to serve a particular locality, or will they frown at applying for a permit and attempt to keep broadcasting as pirate stations? A good few will want to maintain their large coverage, despite the fact it brings them little extra financial benefit, and they'll become prime targets for everyone else (not just the Dti) wanting to play the game by the new set of rules set out by the Radio Authority.

You can be sure that fines for unlicensed broadcasting will be increased. Fines may also be introduced for advertisers buying time on unlicensed stations. Few can criticise such moves - as (as long as the Government don't suddenly change course on the radio plans)

the vast majority who want to broadcast will be able to do so legally.

In the meantime, it'll be interesting to see how the pirate stations of London (and elsewhere) fare the current spate of raids.

+++

Towards the end of last year even the most enthusiastic follower of Offshore Broadcasting was being forced to conclude, along with pessimistic folk employed in competing sectors, the day for the jolly roger was pretty well over, save for the dying screams slithering forth from the storm-damaged *Ross Revenge*.

Roger Day, who began his career with the offshore stations in the mid-sixties, and now programmes successful *INVICTA RADIO*, was compelled to put pen to paper and write to *NOW RADIO*. He said that the whole business should be one of some great memories. So many people agreed with him.

But some didn't it seems. One *JAMES RYAN* has a deal on the *Mannell* under which he is leasing the ship from its owners for a set period of time, then he'll have an option to buy it outright.

Many are correctly sceptical over claims for this venture, especially going by *RYAN*'s past record. Others are concerned about his involvement, notably those at a senior level at *CAROLINE*. They have reason to be wary.

They also fear a sting in the tail. What will he want to offer? Certainly it would be doubtful if, going by past comments, he would want to encroach on the potential income from evangelical programmes. At one point he was reported to be little interested in "The Dutch". Now, whilst the owner of the ship seemingly has little time for The Leader of "The Dutch", *RYAN* might be convinced that their money, and supply services, are as good, if not better, than anybody else's.

*CAROLINE* could be concerned that the *Mannell* might take away their tendering services and their Dutch-language service that go together as part of the same deal. (Radio *Monique* had time for its programmes over *Caroline* transmitters in return for supplies).

Recording of Radio *Monique* programmes has re-started on the continent. We'll perhaps have to wait and see (or hear) from which radioship they eventually emanate.

+++

Could a man who once paid £250,000 to hire the Royal Albert Hall for a month of Prayer Meetings that almost nobody attended be expected to forget completely the dream he had of his very own Radio Station beaming out Christian Music and Messages from the North Sea?

Surely, from all of the doom and gloom and after the siphoning away of funds by a certain dubious character, he may have managed to foresee the potential of his dream radio station...if not only for the fact that it might help that "dubious character" mend his ways before a Judge in Kent puts him behind bars and throws away the keys...

+++

Any Computer-Assisted Programming system can only be as good as the person, or persons, who prepare the programme in the beginning. We all know that's a fact.

So, why is it that a certain Computerised Playlist system currently in use at several ILR stations is churning out the same oldies time and time again, even at the same time a few days later - and is only offering past Top Ten hits?

+++

Continuing our listing of crazy, low rates for presenters...what about the now departed breakfast show presenter at a south coast station who was getting only £22 per shift??? He's now moved and is earning DOUBLE that! But, what about his replacement....???

## L O O S E E N D S

Riviera station RADIO NOVA has changed name and format. Now easy listening it's identified as RELAX - FM 101.....

Meanwhile, that radio veteran ALAN WEST continues to beaver away at RIVIERA 104 with both show presentation and news duties. He made a welcome appearance last week on RADIO NETHERLANDS weekly communications programme with JONATHAN MARKS.....

The list of stations with Improved JICRAR figures in the last issue should have included RADIO 210 - especially as they upped their weekly reach by no less than 87% from 29 - 42%....congratulations to all at 210.... !!

And add to the list 2CR in Bournemouth who also increased their ratings and should have been in the Improved List....

Ideal way to get promotion...get fellow staff to leave notes around saying "PHIL FOTHERGILL CALLED YOU...".....

Former long-time staffer at METRO, STEVE KING has been doing relief work on OCEAN SOUND WEST...You'll remember he was doing some shifts recently at Leeds' RADIO AIRE....

To avoid confusion with VIRGIN'S RADIO RADIO, we've slightly changed the title of our July 2nd event to NOW RADIO-RADIO.....

The recent sudden closure of ENERGY 103 in Dublin (NOW RADIO #48) has not left ace-newsmen BOB GALLICO on-the-streets. Jobless on Friday, he was back working on-air with TREBLE T.R. RADIO. The Country/Irish

Music station uses his talent each morning for bulletins aired on the half-hour. The afternoon news shift is controlled by another former NOVA/KISS news person, SIOBHAN PORCELL.....

24 pirate/unlicensed radio stations were monitored by NOW RADIO in London this past weekend.....

If CAROLINE do decide to move frequency on shortwave, one possible channel to check out might be 5885 kHz.....

If your copy of NOW RADIO does not arrive as first-class mail, will you please complain to your local Head Postmaster and Sorting Office. We now mail Newspaper Post through a new arrangement with Northampton Head post Office and all copies of NOW RADIO are sent off from Kettering Sorting Office at midday on Wednesday's. Means you should receive it Thursday morning.....

Remember all the talk of the BBC perhaps "switching on" a transmitter on 558 kHz when LASER was on that channel, and later when CAROLINE jumped onto it? Seems that the BBC was given a suggestion from the Dti that they should turn on a transmitter on that channel. Even though the BBC had been given clearance to use 558 kHz for BBC ESSEX they rejected the suggestion. The BBC does not want to be a party to any jamming, it would seem, especially after all its complaints about jamming of its services in the past by Communist Regimes.....

NOW RADIO reader MICHAEL GILHOOLEY in Leicester has a fabulous GRUNDIG SATELIT 600 for sale. Price only £165. Phone (0533) 558 063 for further details.....

Back next week - with even more goodies!!!

## GETTING ON THE AIR

*The third of a series of articles looking at all the possible issues involved in preparing for a licence application to the new Radio Authority*

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Until now many commercial radio stations in the United Kingdom have been able to 'get-away' with paying salaries they themselves decide upon. £20 for an airshift for a presenter is far from unheard of at present. There are few presenters in the JOHNNIE WALKER/TONY BLACKBURN league who are able to somewhat 'dictate' the kind of money they, rather than the 'company', would like to receive.

One of the many benefits of deregulation of the system will be financial gains for presenters...and producers...and management. With several hundred new local radio stations possible, there are already signs that 'head-hunting' (even if somewhat informal so far) has begun. One broadcaster I know has already been invited to "think about" a salary of £30,000 plus quite a number of bonus arrangements for managing a station for one prospective broadcast outfit. The same company is talking of paying at least fifty percent more than LBC/IRN for all of its News team. And Presenters, many holding down key positions in ILR, have been tempted by salaries double what they are being paid at present for prime time programmes.

Parallel to this is the kind of operation which intends to pay half-as-much as ILR is paying at the moment. No guessing which station stands to be hiring the

better staff.....

Of course, salary bills make up a fair proportion of a station's outgoings. You can't plan to spend more than you are likely to receive from airtime sales - spot advertising and sponsorship deals being the prime sources. You must also ensure that you are not just planning a scheme that means you are only paying salaries and are left with little else. You must also work out a plan whereby you are not going to go bust when you find yourselves unable to sell as much airtime as you had thought possible.

Exactly when you start making noises to the people you want to be key staffers in your operation, you may need to be careful. You can't burst into your local ILR station and scream out: "I'm setting up some real competition to you lot and I want your best staff!"

You must be a little more subtle. A 'chance' meeting in the local pub is a good bet. So is the arranging of some press publicity for your planned station, so at least those people you would like to hire, will at least be conscious of your existence and the fact that they could be working for you in the future...

There is a method I like, though think you've got to have Balls in order to carry it out.

You burst into your local ILR (if that is where you want to poach staff from) and at the top of your voice, in front of as many staff as possible, tell the managing director: "I am going to screw you! I'm going to take your best staff. I'm going to pay them real money. I'm going to slaughter you in the ratings and make sure you know what bankruptcy is all about!!!" Let me know which way you decide to go.....!

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CRAZY  
SALES LIST**

We've gone MAD!!! Not only have we slashed our prices - but we've added one or two great new lines to our sales list. Help us clear up the office by ordering today!

**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.  
Special Price only £2.00p

**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 LEVIS. 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.

Normal PRICE £3.99p  
CRAZY PRICE only £2.00

**NR002. LASER.** On this aircheck cassette recording you'll hear about an hour of LASER test transmissions (729kHz) with BLAKE WILLIAMS, JOHNNY LEVIS, etc. You'll also hear early LASER 558 output with names like DAVE LEH STONE, JESSIE BRANDON, RICK HARRIS, STEVE MASTERS, etc. This is great radio at its greatest!

Normal PRICE £3.50p  
CRAZY Price Only £2.00p

**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.

Normal PRICE £7.99  
CRAZY PRICE only £4.00p

**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.

Normal PRICE £3.50p  
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**SOUNDS FROM THE SEA** (The Great British Pirate Era) A two cassette package 1 x C90 1 x C60. REGULAR PRICE £6.50p OUR CRAZY, CRAZY PRICE... only £4.50p!!!

**NR008. RADIO ON THE MOVE.** This is the amazing and well-received book you've seen promoted in recent issues of our publications.

Normal PRICE £3.50p  
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+++++

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Make payment to NOW RADIO, by cheque, money order, postal order or cash (registered post) Or, use your valid ACCESS or VISA card and order either by calling us during office hours on the phone, Call (0536) 514437. Or send us your card details.

## COMMUNICATIONS

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

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

### McLEOD'S FEATURES

*Devon Way  
Dovercourt  
Essex*

Dear NOW RADIO,  
Firstly congratulations on your weekly publication which I am re-subscribing to.

It is disappointing for me to find that NORMAN McLEOD's features are disappearing. I much prefer the features to his comment pieces.

*C BOUTELL*

ED: Norman will still be writing Features for NOW RADIO. They will not be weekly though. As you can appreciate each of his features takes considerable time and effort and nobody could be expected to keep up such effort and run a successful enterprise such as WIRELESS WORKSHOP.

If you have any suggestions for Articles that Norman could write on, do write to him and let him know....

### YORKSHIRE RADIO

*St Lawrence Ave  
Goole*

Dear Sir,  
This letter was prompted by your request for views about, "One Transmitter - One Licence."  
I think if I give you the situation here in the evening, the evidence for one transmitter-one licence will speak for itself.

We have VIKING RADIO, RADIO HALLAM and PENNINE RADIO linked together calling themselves the YORKSHIRE RADIO NETWORK. This lasts for about 10-12 hours every night. They put out the one programme on goodness knows how many transmitters.

At the BBC we have RADIO YORK, RADIO LEEDS and RADIO HUMBERSIDE again joined together each evening pushing out the same programme over all their transmitters. When these programmes end they, along with all other BBC local stations, relay RADIO 2 - giving it spectrum-wide coverage!

I think what we have here is just the tip of the ice-berg, but I know it proves without question, we must have one transmitter - one licence.

*J.E. RICHARDSON*

### HEREWARD JICRAR

*Hereward Radio  
Peterborough*

Dear Sir,  
I thought I should put the record straight regarding HEREWARD's performance in the recently published JICRAR survey.

On Page 16 of NOW RADIO (Issue 48), you list HEREWARD as a "station with a decline in figures". The fact is HEREWARD's weekly reach is up from 175,000 to 191,000\* and total hours tuned are up from 2,887,000 to 2,967,000\*\*. These figures can easily be confirmed by cross referencing JICRAR '88 with JICRAR '87.

*Yours faithfully,*

*STEWART FRANCIS  
Managing Director*

- \* An increase of 16,000
- \*\* An increase of 80,000

ED: Sorry! The Gremlins seem to have been at work in that small section of our coverage of JICRAR. Congratulations, then, to all at HEREWARD RADIO in Peterborough.

## VACANCIES

The VOICE OF PEACE Radio Station has an immediate vacancy for a PRESENTER. Send c.v. and aircheck/demo cassette to: VOP Agents (UK), Now Radio Communications, PO Box 45, Kettering, NN16 0NV. Must be able to present fast moving, slick style minimum chatter programmes. 6 month contracts. Ideal starter for presenter seeking on-air experience.....

RADIO CITY has a vacancy for a EDITOR (BUSINESS NEWS) to head up a new section of the Merseyside ILR operation. Position calls for several years' experience in the Business or City sections of a newspaper. Broadcasting experience is not essential. The successful applicant will be responsible for daily news reports and a weekly magazine.....applications to LAINE MANN, RADIO CITY, PO Box 194, Liverpool, L69 1LD.....

RADIO CITY also has an opening for 2 SENIOR JOURNALISTS. Radio experience welcomed. However journalist with at least 3 years experience, wishing to move into broadcasting, will be considered. Applications, in detail, to: LAINE MANN, RADIO CITY, PO Box 194, Liverpool, L69 1LD.....

MERCIA SOUND is looking for an enthusiastic RADIO JOURNALIST with a nose for hard news and good presentation to match. You'll also be working for a service we provide for Cable Television. Demo Tape and CV to COLIN PALMER, Head of News, Mercia Sound, Hertford Place, Coventry, CV1 3TT.....

NORTHANTS 96 is looking for a REPORTER for its Northampton newsroom. The post would suit a reporter already in radio or a journo wishing to switch over from

newspapers. Apply with full CV to: ANDY DIPROSE, News Editor, CHILTERN NETWORK, Chiltern Road, Dunstable, Bedfordshire, LU6 1HQ.....

BBC RADIO BEDFORDSHIRE has an opening for a NEWS PRODUCER to be based in Luton. Salary £10,881 - £15,388 plus allowance. Ref: 6552. Call (01) 207 5979 for application form.....

BBC RADIO CAMBRIDGESHIRE has openings for a NEWS PRODUCER and 2 REPORTERS. The News Producer is for the Peterborough studio centre. Salary £10,881 - £15,388 plus £1,066 p.a. allowance. The REPORTERS will be based at Cambridge and be paid between £9,357 - £11,610 plus an allowance of £634 p.a. For further details call ALISON SARGENT, News Editor, RADIO CAMBRIDGE on (0223) 315970.....

## PRESENTERS VACANCIES NEWS

With most ILR stations currently planning new split-frequency services now is the time to be considering making a move for many presenters.

Remember most Programme Controllers will want to hear from people with some kind of track record as well as experience and ability; so compile your up-dated cv to include your latest JICRAR figures and an aircheck tape which clearly and quickly provides an example of your abilities.

It is not particularly a good idea for us to attempt to list stations presently seeking new presenters as most are doing so at the moment, or will be shortly.

It's always worthwhile offering your services for relief or overnight programmes to provide the Programmer with a real chance to hear exactly what your abilities are when actually on the air, live.

## VACANCIES

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.....

BBC RADIO BEDFORDSHIRE have a vacancy for a REPORTER. Based Luton or Bedford. First class record required, plus current driving licence and an understanding of the area and sport an advantage. The station says it welcomes applications from candidates with an understanding of the various communities in its editorial area (Asian, Afro-Caribbean, Italian or Irish). Salary £9,357 - £11,610 plus an allowance of £624 per annum. Contracts may also be considered. Application form from Recruitment Office, BBC Elstree Centre, Borehamwood, Herts, WD6 1JF. Telephone (01) 207 5979. Quote Ref: 6470.....

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.....

BBC RADIO GWENT seeks a PRODUCER to join a busy team responsible for preparing, producing and presenting their daily news and magazine programmes. Call BBC APPOINTMENTS at Cardiff for application form (quote Ref: 6475) and ensure it is completed and returned by Tuesday March 15th.....

SIGNAL RADIO has an opening for a JOURNALIST with good broadcasting voice. Tapes and CV to PAUL SHELDON, News Editor, SIGNAL RADIO, Sheldon, Stoke-on-Trent, ST4 2SR.....

BBC RADIO LEEDS has a vacancy for

a NEWS PRODUCER. Salary £10,881 - £15,388 plus £1,066 allowance. Based Leeds. Further details from JOHN CUNDY, News Editor on (0532) 442131 ext 35.....

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.....

BBC RADIO HUMBERSIDE in Hull has a rare vacancy for a PROGRAMME ASSISTANT to join the station on a six-month contract. Salary £8,282 - £11,610. Call (0532) 441188 ext 257 and quote reference 6213.....

Expanding news operations at RADIO ORVELL/SAXON RADIO means they're on the lookout for a RADIO REPORTER. Write with CV: DARAGH CROXSON, Head of News, SUFFOLK RADIO GROUP, Electric House, Lloyds Avenue, Ipswich, Suffolk, IP1 3HZ.....

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.....

BBC RADIO SHROPSHIRE is looking for a NEWS PRODUCER. Salary £10,881 - £15,388 plus £1,066 p.a. allowance. Based Shrewsbury. Further information from BOB CALVER on (0743) 248484.....

BBC RADIO WM require RADIO JOURNALISTS. Wide range of salaries (low £9,357 - high £15,388 plus allowances). Call DAVID ROBEY (News Editor) on (021) 414 8484.....

## OPENING UP THE CLOSED SHOP

NOTES BY NORMAN McLEOD

I think, at least I hope, that the IBA's days as a monopoly radio engineering contractor are numbered. Despite the IBA having fought a rearguard action to try to save its position, and having won support from such notables as Nick Higham of *Broadcast* magazine, the new Radio Authority looks like being a virtual certainty.

Thank goodness for that. No longer will radio engineering be obliged to follow policies, practices and procedures more suited to that expensive time-waster known as television. Radio should be an altogether simpler, cheaper and more flexible medium, but it isn't the way the IBA handle it.

Although the IBA is full of respectable and articulate people well able to defend themselves against Government and public criticism, the unjustified 'closed shop' on engineering has led to outrageous and inflated prices for transmission facilities.

To give just one example, the IBA requires £50-60,000 from the would-be holders of the Eastbourne/Hastings franchise for a 200W FM relay transmitter to cover the parts of Hastings not served by the main Heathfield transmitter.

What an outrageous sum! For £60,000 my partnership would consider supplying the people of Hastings not only with a first class FM service, but with THEIR OWN STUDIO thrown into the bargain!

Then Hastings could have its own programmes, instead of being a minor outpost of a minor outpost-IBA style.

## JUSTIFICATIONS

The IBA tries to justify its expensive and complicated approach in terms of 'standards' and 'choices'. One reason, for example, why transmitting stations cost so much is that the IBA - as a matter of course - always fits TWO transmitters so that if the first one fails the other will take over with no interruption of service.

This would be splendid, of course, if the main cause of transmission breaks was failure of the transmitter. But it isn't. The most likely cause of a break in transmission is loss of mains power to the transmitter site, and the next most likely is loss of audio feed. If there's no power or no audio a second transmitter is just as useless as the first.

During the recent hurricane, all VHF radio services here in Brighton were off all day after the storm, because there was no power to the Whitehawk Hill site. The only local radio service on the air at all for more than two hours in the critical morning period was the BBC's MF transmitter of Radio Sussex. If the IBA's record of reliability is so wonderful, how come when a emergency arises the BBC beats them to the air hands down?

What Wireless Workshop would do for emergency back-up would be to provide a simple ten-watt transmitter and aerial AT THE STUDIO, capable of operating on the station's usual frequency in the event of failure of the main transmitter. This way, the main transmitter could be completely powerless or totally destroyed and the station would still be on the air. Stand aside, IBA, your technology is inappropriate...

--- © N McLeod 1988 ---

# Services Guide

# Now Radio

## SPECIAL EVENT RADIO

**PHOENIX COMMUNICATIONS.** Complete mobile transmission system available for hire anywhere in UK. AM and FM. (01) 500 0890 and (01) 506 2318 (ans).

## EQUIPMENT

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## IDENTS

**EAST ANGLIAN PRODUCTIONS.** (0255) 676252. EAP, Studio House, 21/23, Walton Rd., Frinton-on-Sea, Essex, CO13 0AA.

## EQUIPMENT

**SOUND BROADCAST SERVICES.** Qualified & Expert Service. Transmitter & Processing Equipment Sales, installation and service. Free brochure from SBS, 42 Grenville Rd, London W19 4EW. Tel: (01) 281 1367.

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**COMMERCIAL RADIO** station located on Cote d'Azur. 3 transmitters. Offices & Studios. Very good advertising bookings. Serious Parties please call Now Radio Communications (0536) 514437 for more details.

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PAGES. . . .**

## PERCY THROWER

**PERCY THROWER** died last Friday, aged 75. He had been undergoing treatment at Wolverhampton Hospital following a heart operation at Christmas. PERCY began his career as a garden-expert with BBC Radio in 1947. He moved to BBC TV in 1952.

## SECURICOR IN RADIO TRAFFIC DEAL

The A.A. has competition at several local radio stations for the provision of traffic reports. SECURICOR, the transport and security firm, is making use of its 5,000 drivers who all carry two-way radios and who are in an ideal position to be able to report on traffic jams and the like. Talks, which began at Christmas time, have already ended up with BRNB, RADIO AIRE, PLYMOUTH SOUND and RADIO FORTH taking the new service in return for on-air 'plugs'.

## "VANDALISM" CHARGES MADE AGAINST Dti & POLICE

A number of recent raids on unlicensed (pirate) radio stations in London and Liverpool have resulted in what operators have described as "pure vandalism" on the part of the Dti's Radio Investigation Service officers.

In one case, at a London pirate station, ROCK TO ROCK Radio, it has been alleged 3 police officers smashed-up transmitter equipment whilst a raid was taking place. Another station told NOW RADIO that Dti officers have used sledge hammers to enter premises and equipment not relating to illegal broadcasting has been removed by the Dti.

# Wireless Workshop

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We can put a punch into your signal that will make it stand out on the dial. Our Audio Processors produce professional results at an affordable price.

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Our MF inductive loop system provides a performance that is second to none.

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