How Independent Radio came to Dorset

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9 October 2008
Key Milestone: 1967

- Pirates forced off the air due to Govt. legislation
- Radios 1(and 2,3,4) begin
- No local commercial radio: BBC Local Radio instead
• 1970 Conservative manifesto:

“We believe that people are as entitled to an alternative radio service as to an alternative television service. We will permit local private enterprise radio under the general supervision of an independent broadcasting authority…”
Wilson and Heath clash over radio

By JAMES RENDLER, Parliamentary Reporter

TORY PROPOSALS for setting up 100 local commercial radio stations were contemptuously dismissed by Mr. Wilson in the Commons yesterday.

The Prime Minister said that Mr. Heath, as Leader of the Opposition, had still not made it clear whether the proposals put forward by Mr. Paul Bryan carried his authority. Mr. Bryan is the Conservatives’ Shadow Postmaster-General.

Mr. Wilson went on to ask Mr. Heath definitely whether this was “another case of finding what you think the position in the country is and half going along with it.”

A moment before, Mr. Heath had cited the Prime Minister’s decision to take no action on setting up commercial stations, as an example of the Prime Minister’s “lack of understanding of the local people and the people of this country’s wants.”

Mr. Heath brushed aside fears that local newspapers would suffer by losing advertising to radio stations.

‘Snide remarks’

They would have an interest in the radio stations, be maintained, and would benefit in the same way that the national Press has benefited from commercial television.

Mr. Wilson did not agree. He

Breaking the B.B.C. monopoly

Commercial radio pledge by Tories

By Our Political Correspondent

A FIRM pledge that the next Conservative Government will set up 100 or more local commercial radio stations was given last night by Mr. Paul Bryan, Shadow Postmaster-General.

This is the most definite commitment yet undertaken by an official Opposition spokesman.

Wilson attacks local commercial radio

BY RICHARD EVANS, LOBBY CORRESPONDENT

THE Prime Minister last night launched an attack on local commercial radio—favored by the Conservative Party—and pointed out the damaging effects it could have on the regional and local Press.

Speaking at the annual dinner of the Newspaper Society in London, Mr. Wilson said he was convinced that local broadcasting and local Press had a vital role to play. But without providing any conclusion on the proposed B.B.C. local radio experiment, Wilson said he agreed with the arguments of the Treasury that new advertising outlets would not in itself promote a wider debate but would be exploited by the big and effective local authorities then he believed this would be a major advance.

Selection of national and regional press, circa. 1969
Independent (Commercial) Radio gets going in 1973

- First five stations
- LBC / IRN
  - Capital
  - Radio Clyde
  - BRMB
  - Piccadilly
Not just music…

- Radio – arrives after ITV
- ILR Network regulated by IBA
- IBA and regulation = ‘Meaningful Speech’
ILR innovates with News

- Independent Radio News – the first and only alternative source of news broadcasting to the BBC
  - “In 1975, Ed Boyle commented on the first broadcast from the House of Commons; Jon Snow was the first radio reporter to use a radio car phone” (Crook, 1998: p.3).
Independent Local Radio (ILR)

• 1970s and 1980s - heavily regulated and strict controls
• Independent NOT commercial
• PSB model with adverts
• ‘Local’ at the heart of programmes
• One station per town /city
• Stop-start approach to development
The 2CR Sound – 15 September 1980

TUNE IN!
NEW RADIO STATION IS ON THE AIR

EGI transmissions have started from the new Two Counties Radio Station in Bournemouth.

And they are being picked up strongly over a wide area outside Bournemouth and Poole, including the New Forest.

The station is due to start regular programmes from the middle of next month, from studios in Southcote Road, Bournemouth.

A spokesman for the Independent Broadcasting Authority said: "Regular tests with music and speech announcements will be made for about two weeks before the start of proper programmes."

The VHF outlet has a target area covering a 13-mile radius of its transmitting site at Poole. But the medium wave channel will serve a much larger audience, particularly during the day.

In addition to Bournemouth and Poole, areas include western half of the New Forest as far east as Lyndhurst, taking in Kingswood and Elingbridge, Christchurch, Wimborne, Blandford Forum, Wareham and Ferndown.

Southern Daily Echo, 7 August 1980
The 2CR Sound

• Production
  • jingles

• Programmes
  • Speech, drama & the Programme Sharing Scheme

• Presenters
2CR Programme Schedule had to be cleared with IBA
SATURDAY

6.00 - 9.00 a.m. THE WEEKEND BREAKFAST SHOW
   The weekend way to start the day with the best of music news, information and dedications.

9.00 - 1.00 p.m. TIM BUTCHER'S SATURDAY EXTRAVAGANZA
   Four hours of the best in modern music - there's pop news, star interviews, competitions and a preview of the afternoon's sport. Call the Dedication Line on Bournemouth 296352 from 9.30 a.m. and record your own dedication for the programme.

1.00-1.15 p.m. NEWS AND SPORT

1.15-2.00 p.m. OUT AND ABOUT
   Fran Godfrey visits local villages and communities in the 2CR area.

2.00-6.00 p.m. SATURDAY SPORTS SPECIAL
   Bringing you the latest sports news plus a liberal helping of music.

7.00-9.00 p.m. RADIOTHEQUE
   Geoff Allen with the top disco hits sets you up for a Saturday evening on the Town.

9.00-11.00 p.m. KATE LATE
   Whether you are at home or going places don't miss Kate Farmers Saturday blend of competitions, interviews and music.

11.00-1.00 a.m. MUSIC BY CANDLELIGHT
   Gentle sounds to round off the day.

SUNDAY

7.00-7.30 a.m. ALL FAITHS
   Readings and quotations from a variety of religious faiths.

7.30-10.00 a.m. THE WEEKEND BREAKFAST SHOW
   Fran Godfrey's gentle start to Sunday including requests, local information and the star sign predictions.

10.00-1.00 p.m. RICHARD GWYNN'S SUNDAY SHOW
   Family Fun for the young and young at heart. Quizzes, competitions and your requests.
## SPECIAL FEATURES

<table>
<thead>
<tr>
<th>MONDAY</th>
<th>FRIDAY</th>
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<tr>
<td><strong>8.00-9.00 p.m.</strong></td>
<td><strong>7.00-8.30 p.m.</strong></td>
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<td><strong>OUT AND ABOUT</strong> Visits a local village</td>
<td>The programme is devoted to Sports and Leisure activities and is presented by Clive Russell.</td>
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<td><strong>TUESDAY</strong></td>
<td><strong>8.30-9.00pm</strong></td>
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<td><strong>8.00-9.30 pm</strong></td>
<td><strong>DECISION MAKERS</strong> Documentary and current affairs.</td>
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<td><strong>FILM AND VIDEO</strong> and when applicable coverage of A.F.C. Bournemouth evening games.</td>
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<td><strong>9.30-10.00pm</strong></td>
<td><strong>9.00-10.00pm</strong></td>
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<td><strong>HOLIDAY 83</strong></td>
<td><strong>FOCUS</strong> Programmes both local and from around the Independent Local radio Network.</td>
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<td><strong>WEDNESDAY</strong></td>
<td><strong>10.00-11.00 pm</strong></td>
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<td><strong>KEEP IT COUNTRY</strong> Colin Fernheard and Ros Ray present Country Music.</td>
<td><strong>SWINGTIME</strong> Bill Brown introduces Big Band Swing and Jazz.</td>
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<td><strong>8.00-11.00 pm</strong></td>
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<td><strong>MUSIC.</strong></td>
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<th>THURSDAY</th>
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<tr>
<td><strong>8.00-9.00 pm</strong></td>
<td><strong>2CR NEWS</strong> On the hour 6 a.m. - 1.00 a.m. Extended News including Weather, Coastal Reports and Tides at 7.00 a.m., 8.00 a.m., 1.00 p.m., 5.00 p.m. and 6.00 p.m. Headlines on the half hour throughout the day - 6.30 a.m. to 6.30 p.m.</td>
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<td><strong>9.00-10.00 pm</strong></td>
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<td><strong>THE COMPUTER PROGRAMME</strong> Chris Kelly introduces an hour for the home computer beginner.</td>
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<tr>
<td><strong>10.00-11.00 pm</strong></td>
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<td><strong>ORGAN INTERLUDE</strong> Ron Kyte's programme for organ music enthusiasts.</td>
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ILR Talent – where are they now?

- **2CR**
  - Fran Godfrey – BBC Radio 2
  - Adrian Britton – ITN
  - Sean Street – UK’s first Professor of Radio

- **ILR Network**
  - Chris Tarrant
  - Jon Snow
  - Brian Hayes
Changing Times
Slingalong Max!
Radio Bygraves switches him off

This is one story Max Bygraves won't wanna tell you — he's too old fashioned even for Bournemouth. The radio station in this pensioners' paradise has stopped playing his records the producers believe that his singalong style is a real turn-off.

What makes the blow to his pride even harder to take is that he was one of the founders of the Counties Radio and is still a consultant and a 'substantial' shareholder.

Managing Director David Porter explained yesterday: 'We have moved closer to today's trends in pop music and it is paying off. The Max Bygraves type of record has its place but not for peak listening.'

The same went for Des O'Connor, Ken Dodd, Barry Manilow, the Carpenters and even Frank Sinatra.

By GARRY JENKINS

Mr Porter said: 'By playing records like Tears by Ken Dodd and One Two Three O'Leary by Des O'Connor we are just confirming Bournemouth's crummy old image. We want younger music. We must keep up with popular trends if we are to stay at the top.' Bygraves, who lives a few miles along the road in Weymouth, heard of his fall from favour shortly before he flew out for a two-week holiday in Spain with his daughters Maxine and Christine.

Apparently my style is out,' said the 65-year-old entertainer. 'It seems they have reacted to the latest research figures.'

These showed that the station's young audience had jumped by 170 per cent since the 'new sound' came in.

Bygraves added: 'It's a pity they didn't consult me first. I think I will have to sack all the yuppies there and replace them with senior citizens.'

The only consolation seems to be that I am not the only performer to be banned.

Bygraves could still hear some of his records played at off-peak times because, as Mr Porter conceded, there are some listeners who still like a singalong.

Mr Porter even went as far as to talk of a possible return to the top if Max Bygraves again recorded Your a Pink Toothbrush. I'm a Blue Toothbrush — with a disco beat.
Commercial radio map now in Dorset

- **Local:** 2CR, Fire, Wessex, Vale, Gold
- **Regional:** Wave 105, The Coast 106
- **National:** TalkSport, Absolute, Classic
- **Community:** Forest, Hope, The Bay

www.bournemouth.ac.uk