



How Independent Radio came to Dorset

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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

BBC plan Radio 247 to beat pirates

By Brian Hill

THE BBC is finalising plans for a 24-hour radio music station to replace the two-decaded pirate "pop" ships. It is expected to be called Radio 247, and will aim to attract the million more listeners that pirate broadcasts.

Radio 247 would normally be broadcast in mono, but would also have stereo broadcasts from the Light Programme.

News too

It would also offer the normal news and current affairs programmes, and would also have a news programme at 11.30pm. The station would also have a news programme at 11.30pm. The station would also have a news programme at 11.30pm.

Filling

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The Politics of Radio

- 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 RENDER, 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 acidly 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 stung the Prime Minister by telling him the Government's decision to take no action on setting up commercial stations was "characteristic of the way you and your Cabinet colleagues oppose what the majority of the people of this country want."

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, he maintained, and would benefit in the same way that the national Press had benefited from commercial television.

Mr. Wilson did not agree. He



COMMERCIAL
RADIO: part one

Breaking the B.B.C. monopoly

ONE of the most controversial issues of the next General Election will be commercial radio, which the Conservatives have promised to introduce if they are returned to power. In the first of three articles on the subject, REGINALD BRACE talks to Mr. Paul Bryan, MP for Howden in Yorkshire, and Shadow Minister of Posts and Telecommunications.

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—favoured 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 both local broadcasting and local Press had a vital role to fill. But without prejudging any conclusion on the present BBC local radio experiment Mr. Wilson said he agreed with the arguments of the Society that a new advertising outlet would not in itself promote new source of advertising revenue sufficient to preserve a viable local Press and to finance local radio.

Assurance

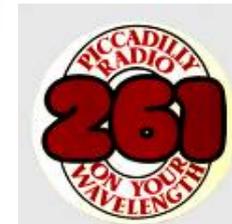
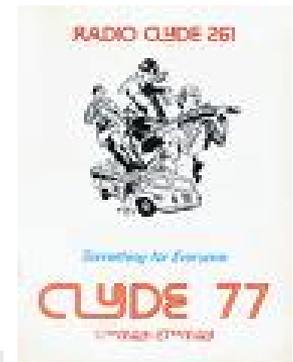
It should be had made it clear

tain's as a whole. In February and March of this year it was about 75 per cent. above Great Britain's rate.

On the long-awaited Royal Commission Report on local government expected soon after Whitsun the Prime Minister said that if the result was to strengthen local initiative to the point where less had to be referred to Whitehall and more could be decided by strong and effective local authorities then he believed this would be a major advance.

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**

EST transmissions
have started from the
Two Counties
radio Station in
Bournemouth.

And they are being
checked up strongly over a
wide area outside Bour-
mouth and Poole,
including the New
Forest.

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

Counties is putting out an
interval tone during the
day time. This is on 362
metres, 828 kHz, medium
wave and 97.2 MHz FM.

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 12-
mile radius of its trans-
mitting site at Poole.

But the medium wave
channel will serve a much
larger audience, particu-
larly during the day.

In addition to Bour-
nemouth and Poole, areas
include western half of the
New Forest as far east as
Lymington, taking in Ring-
wood and Fordingbridge,
Christchurch, Wimborne,
Blandford Forum,
Wareham and Lulworth.



The 2CR Sound

- Production
 - jingles
- Programmes
 - Speech, drama & the Programme Sharing Scheme
- Presenters





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 296362 from 8.30 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.

6.00- 6.15 p.m. NEWS AND SPORT

6.15- 7.00 p.m. STUDIO 3 SESSION
Tim Butcher introduces local bands and musicians in a specially recorded session

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.

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- 1.00-4.00 p.m. YESTERDAY ONCE MORE**
Chris Kelly the dust off the old hit records to bring back some great musical memories.
- 4.00-6.00 p.m. TEA TIME WITH RUSS BARNES**
Russ Barnes with a unique mixture of nostalgia and contemporary music.
- 6.00-7.00 p.m. LIFESTYLE**
Personalities from all walks of life in the 2CR area reveal something of their lifestyle in conversation and in music.
- 7.00-10.00 p.m. CONCERT TIME**
Sean Street plays classical requests and previews forthcoming concerts in the Bournemouth Orchestras Hour between 8 and 9 p.m.
- 10.00-10.30pm ALL FAITHS**
Repeat of the morning broadcast.
- 10.30-11.00 pm DEO GRATIAS** Programme for and by churches of all demonstrations.
- 11.00-1.00 am MUSIC BY CANDLELIGHT**
Uninterrupted gentle music to end the day and take you into the early hours.

NEWS on the hour every hour

Monday - Friday

- 6.00-9.00 am ALAN JENNINGS BREAKFAST SHOW**
The brightest Breakfast Package around with news, traffic reports, sport plus music and competitions to put a smile on your face.
- 9.00-12.00 p.m. RICHARD GWYNN'S MORNING SHOW**
Three hours of entertainment bringing you a mixture of music, expert guests, personalities, phone-ins and the general knowledge quiz - Five for a Fiver.
- 12.00-2.00 p.m. TIM BUTCHER'S LUNCH TIME SHOW**
Whether you're at home or at work there's plenty of variety on Tim's lunchtime menu with special guests and musical features. The main lunchtime News is at 1.00 p.m.
- 2.00-5.00 p.m. GEOFF ALLEN'S AFTERNOON SHOW**
Buying and Selling on the Radio Mart from 2.30-3.00, 3.40 Dance Club. Beat the intro competition job opportunities between 4.00 & 5.00 p.m.
- 5.00 - 7.00 pm BILLBOARD** Nigel Reed rounds up the days events and looks ahead to tomorrow in this fast moving news and music show.
- 7.00-9.00 pm EVENING EXTRA** presented by Fran Godfrey. The 2CR magazine programme reflecting life in the Two Counties.
- 11.00-1.00 am. MUSIC BY CANDLELIGHT.** Uninterrupted gentle music to end the day and take you through to the early hours.

SPECIAL FEATURES

- | | |
|---|---|
| MONDAY
8.00-9.00 p.m. OUT AND ABOUT Visits a local village | FRIDAY
7.00-8.30 pm The programme is devoted to Sports and Leisure activities and is presented by Clive Russell. |
| TUESDAY
8.00-9.30 pm FILM AND VIDEO and when applicable coverage of A.F.C. Bournemouth evening games. | 8.30-9.00pm DECISION MAKERS Documentary and current affairs. |
| 9.30-10.00pm HOLIDAY 83 | 9.00-10.00pm FOCUS Programmes both local and from around the Independent Local radio Network. |
| WEDNESDAY
9.00-11.00 pm KEEP IT COUNTRY Colin Fernheard and Ros Ray present Country Music. | 10.00-11.00 pm SWINGTIME Bill Brown introduces Big Band Swing and Jazz. |
| THURSDAY
8.00-9.00 pm ARTS WEEK | 2CR NEWS 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. Sport at 6.50 a.m., 7.40 a.m., 8.40 a.m. 1.10 p.m. 4.40 p.m. 5.30 p.m. and 6.30 p.m. |

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2CR Programme Schedule had to be cleared with IBA

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9.30-10.00pm **HOLIDAY 83**

WEDNESDAY KEEP IT COUNTRY Colin Fernheard and Ros Ray present Country Music.
9.00-11.00 pm **MUSIC.**

THURSDAY

8.00-9.00 pm **ARTSWEEK**

9.00-10.00 pm **THE COMPUTER PROGRAMME** Chris Kelly introduces an hour for the home computer beginner.

10.00-11.00pm **ORGAN INTERLUDE** Ron Kyte's programme for organ music enthusiasts.

FRIDAY

7.00-8.30 pm The programme is devoted to Sports and Leisure activities and is presented by Clive Russell.

8.30-9.00pm **DECISION MAKERS** Documentary and current affairs.

9.00-10.00pm **FOCUS** Programmes both local and from around the Independent Local radio Network.

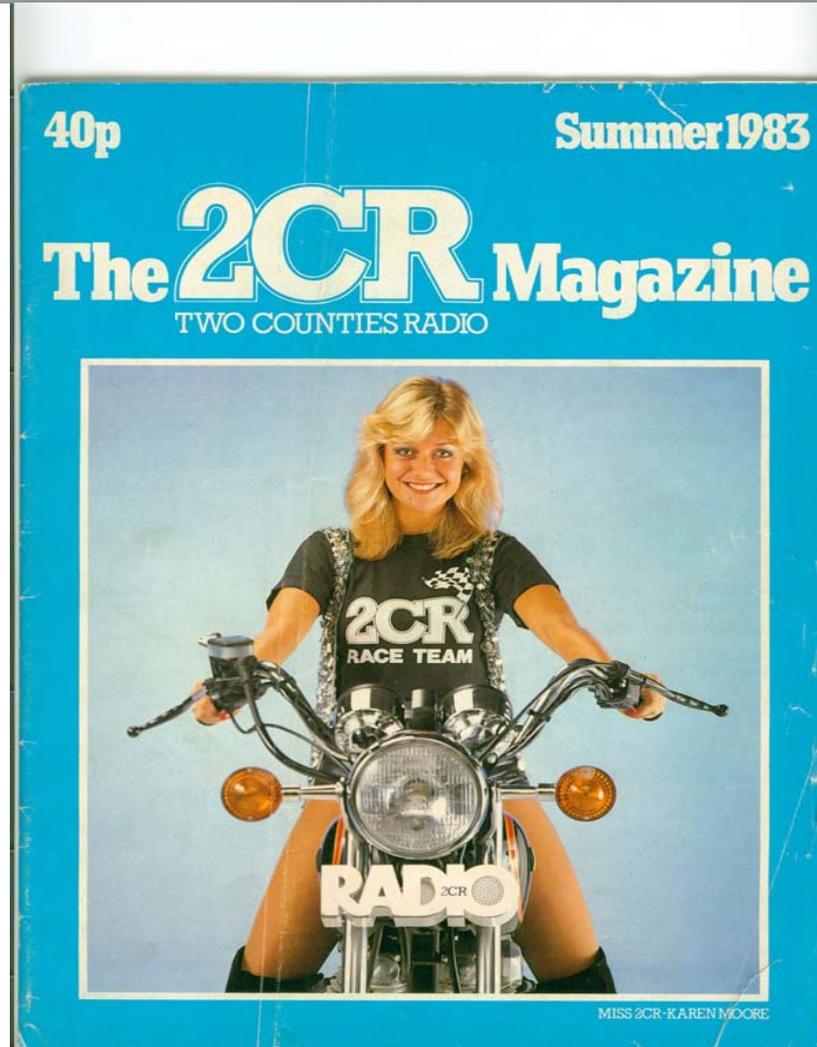
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Bournemouth
University

Marketing







ILR Talent – where are they now?

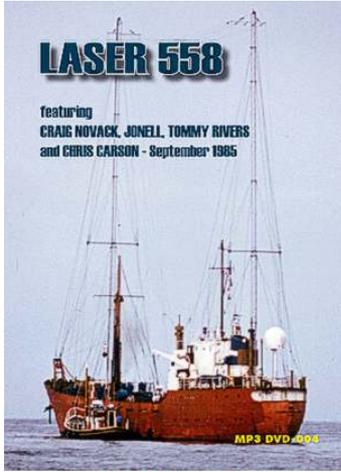
- **2CR**
 - Fran Godfrey – BBC Radio 2
 - Adrian Britton –ITN
 - Sean Street – UK's first Professor of Radio
- **ILR Network**
 - Chris Tarrant
 - Jon Snow
 - Brian Hayes





Bournemouth University

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 founder directors 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 crusty 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 coast in Westbourne, 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 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