

BBC CAPTURES THE

DAILY MIRROR, Tuesday, September 5, 1967 PAGE 3

PIRATE DJs



By JACK BELL

FORMER pirate disc jockeys—particularly the Men From Big L—have landed big jobs with the BBC.

The "pirates" will help to run the BBC's new pop service, Radio 1,

which comes on the air on September 30.

Their names are on a list of twenty-nine DJs released last night.

It was announced that they will take part in programmes on Radio 1 and the Light Programme, Radio 2.

The list includes twelve

Radio London stars for new pop station

of the disc jockeys who helped to make Big L—Radio London—the biggest "pirate" sound of them all.

Radio London stopped broadcasting on August 14 after Parliament outlawed the "pirate" stations. Several former disc

jockeys from Radio Caroline—the station still broadcasting—are on the list, too.

Radio 1 will have a swinging image—complete with badges, slogans and fan pictures. It will broadcast on the 247 metre medium wave band.

IT was, undeniably, Pirate Day at the BBC yesterday.

The twelve gentlemen, pictured outside Broadcasting House, in London, were once Pop Pirates to a man.

Now they've all been given BBC jobs.

The line-up, left to right, is Pete Drummond, Mike Raven, Tony Blackburn, Duncan Johnson, Dave Cash, Chris Denning, Ed Stewart, John Peel, Mike Ahern, Emperor Rosko and Mike Lennox. Kenny Everett is in the front.



This is it—the big line-up of d-j's (most of them ex-pirates) signed for the BBC's swinging Radio 1 pop station which goes into operation on 247 metres, medium wave, on September 30. At the far back (bespectacled) is Robin Scott, controller of Radio 1 and the alternative light programme, Radio 2. Left to right (top row) are: TONY BLACKBURN, JIMMY YOUNG, KENNY EVERETT, DUNCAN JOHNSON, DAVID RIDER, DAVE CASH, PETE BRADY, DAVID SYMONDS. Centre row: BOB HOLNESS, TERRY WOGAN, BARRY ALLDIS, MIKE LENNOX, KEITH SKUES, CHRIS DENNING, JOHNNY MORGAN. Bottom row: PETE MURRAY, ED STEWART, PETE DRUMMOND, ALAN FREEMAN, MIKE RAVEN, MIKE AHERN and JOHN PEEL.

Swinging Radio 1—pirates, pops, transistor prizes

AS exclusively revealed in last week's NME, BBC's new Radio 1 pop channel will feature a host of ex-pirate d-j's—many of them from Radio London—after the service opens at 5.30 am on September 30. As forecast, Emperor Rosko lands the Saturday lunchtime spot at 12-1 pm. "Easy Beat" is almost certain to change its name to the "Ed Stewart Show" and be hosted by the ex-London d-j. Another new show—featuring groups and singers who have not yet been signed by recording companies—is being considered by Light Programme controller Robin Scott, who has organised the setting-up of Radio 1 and Radio 2. There are still no definite plans for Jimmy Savile, although a place in the schedules is being sought for him. A daily disc quiz show will offer transistor radios as the prizes.

Tony Blackburn's early morning (7-8.30 am.) all-disc programme will be heard every day except Sunday and will feature a selection of new singles at 8 am. This is in addition to Radio 1's special "Newly Pressed" slot on Monday to Friday between 4.30-5.30 pm.

Also as forecast in last week's

NME, the soft music-variety channel Radio 2 will have its own "Newly Pressed" programme on Monday to Friday between 6.40-7.30 pm.

Other attractions on the station will include an r-and-b disc show hosted by former Radio 390 d-j Mike Raven.

To promote the new pop channel the BBC is planning to distribute thousands of coloured lapel badges with such slogans as "I'm a Radio 1-up man."

**Daily
Mirror**

Customs arrest threat over trip to Caroline

4d. Wednesday, September 13, 1967 * * * No. 19,819

TV TEAM IS ORDERED—KEEP OFF PIRATE

By ROGER TODD

A TELEVISION team were threatened with arrest yesterday after they sailed off to film scenes aboard the Radio Caroline pop-pirate ship.

And when the team abandoned their plan and sailed back to port they were forbidden to land.

The six-man team, from Granada Television, had left Felixstowe, Suffolk, aboard the trawler *Ross Dalnty*, to film material for a programme about Radio Caroline founder Ronan O'Rahilly.

Then came a warning phone call, from a Customs official at Harwich to the trawler's owners, Islandia Shipping Services, Ltd.

Islandia's manager, Captain Michael Clifford, said later:

"I was told categorically, that if anyone boarded *Caroline*, my ship would be impounded, that I and my crew would be arrested, and that the TV crew would also be arrested under the Marine Broadcasting Act."

Refused

Captain Clifford added: "I contacted the ship by radio-telephone and told them not to board *Radio Caroline*."

For five hours the trawler waited near the pop ship. Then Granada producer David Plowright of the "World in Action" documentary programme, called his team back.

But Felixstowe dockmaster Charles Morgan refused to let anyone land from the trawler.

Mr. Morgan, who works for the Felixstowe Dock and Railway Company, explained last night:

"I'm acting on orders from my boss. I warned them this morning not to sail to *Caroline*."

"Our firm doesn't want to be in trouble over them. So we're having nothing to do with them."

Mr. Morgan added: "I have told our security people to stop them if they try to land."

Mr. Morgan's boss, port manager Edward Hall, said:

"Mr. Morgan told me that when they came back they would have visited the pirate ship."

"I decided that we would not allow them to berth. It was my decision alone. I did not consult the board of directors."

Mr. Hall added: "I am not prepared to put my company in danger of prosecution."

"As the legal position is not clear. I am not prepared to allow any ship associated with pirates from landing."

"I had no idea, when I made the decision, what

TV TEAM STRANDED

the television people were going to the ship for."

The Marine Broadcasting Act says it is an offence to carry "goods or persons" to a pirate radio ship.

Penalties under the Act include two years' jail.

A Customs spokesman said: "We would warn anyone going out to the pirate ship of the consequences."

"Then we would report them to the Post Office, who deal with the prosecution side."

A Post Office spokesman said that there was no provision for impounding boats in the way described.



Granada's secret plan to beat Caroline ban

4d. Thursday, September 14, 1967 * * * No. 19,820

WE'LL BOARD PIRATE TODAY, SAY TV MEN

A spokesman for the Granada television company said: "It is a secret plan and I cannot reveal how it will be done. But it will be done by a means which we believe to be legal."

Granada want to put a team on board the pirate ship to film material for a "World In Action" programme about Radio Caroline founder Ronan O'Rahilly.

Only a few hours earlier, an attempt by a six-man TV team in the trawler Ross Dainty was abandoned.

After twenty-six hours of inaction, the trawler headed for Felixstowe, Suffolk, defeated by the Government's anti-pirate legislation

Defying

Radio Caroline is one of two pirate ships still defying the Government. The other is her sister ship, Radio Caroline North.

As the team aboard the 62-ton Ross Dainty waited at anchor half a mile from Radio Caroline, Granada lawyers grappled with the implications of the new Marine Broadcasting (Offences) Act.

At the end of their marathon session, the lawyers decided that the team might be committing a technical offence if they went aboard.

Even so, the company were prepared to have a go "in the interests of news gathering."

But the ship's owners, Islandia Shipping Services Limited, were not willing to take the same risk.

Their agent, 48-year-old

'We can get team on pop ship legally'

They passed through Customs quickly and without trouble.

Mr. John Weaver, 31-year-old TV interviewer and research worker, said: "We were asked if we had been aboard the Caroline and we said 'No.'

"That seemed to satisfy them."

Three of the camera crew were ill during the trip but said they would be willing to go out to the Caroline again if some legal way could be found of getting aboard.

Hunting pirates is no fun at all—See Centre Pages.

Captain Michael Clifford, said: "I have taken legal advice but no one can give us the assurance we need.

"Therefore, I have decided to order the Ross Dainty back."

The Ross Dainty berthed at Felixstowe at 8.40 last night — after nearly twenty-nine hours at sea.

By JAMES WILSON and KEVIN HUNT

A TELEVISION film unit will make a secret bid today to board the pop pirate ship, Radio Caroline. This plan of action was decided yesterday after talks with lawyers.

SOUNDS FINE! IT'S CAROLINE .. BROADCASTING MRS DALE

By **CLIFFORD DAVIS**

RAUDIO Caroline, last of the pop pirates, made a high seas "raid" on the B B C yesterday . . . and captured The Dales.

Listeners who tuned in to Caroline heard the middle class accents of Mrs. Dale coming over loud and clear. Morning and afternoon editions.

Not that doctor's wife, Mrs. Dale, played by Jessie Matthews, had joined the pirates.

It was just that Caroline's disc jockey Johnny Walker had an idea.

He switched on the Light Programme then plugged in the B B C's programme to the transmitter on Caroline, so that it would be re-broadcast.

Walker told the Caroline audience that the morning broadcast had been such a success that he would relay the afternoon edition of The Dales as well.

Pleasure

And at the end he said: "That was The Dales brought for your listening pleasure through a special line between Radio Caroline International and the B B C in London."

His joke added little to the listening pleasure of the B B C.

A spokesman said: "We object to our programmes being used in this way. But there is nothing we can do about it."

A Radio Caroline spokesman said: "When Johnny repeated his joke we realised things had gone too far. We are now trying to contact the ship to stop it."

Radio Times September 28, 1967
SOUTH AND WEST EDITION

BBC-TV AND RADIO SEPT. 30—OCT. 6

EIGHTPENCE

Radio Times



INTRODUCING

The Swinging New
Radio Service

BBC TV Plans
for the Autumn



The Radio Times
Weekly

Magazine Feature

STAR STORIES
IN COLOUR

this week

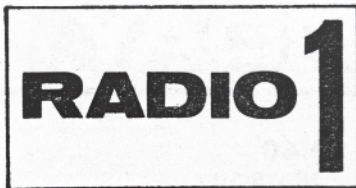
SAMMY DAVIS Jnr.

COOKERY

GARDENING

MOTORING

12



ON
247

5.30 a.m. NEWS SUMMARY
and Weather forecast

5.33 Breakfast Special
as Radio 2

7.0 TONY BLACKBURN
with a
Daily Disc Delivery
including, at 8.0,
5 of the latest 45s
hot from the press

8.32 LESLIE CROWTHER
introduces
Junior Choice
your record requests
Leslie Crowther is in 'Let Sleeping
Wives Lie' at the Garrick Theatre,
London

9.55 CRACK THE CLUE
Duncan Johnson
invites you to take part in a
trial round of Radio 1's excit-
ing new competition which
begins on Monday
Devised by Peter Chiswell
Repeated: 1.55 p.m.
On page 8 you will find a speci-
men puzzle and an article explain-
ing how you should use the entry
form

10.0 KEITH SKUES
your resident D.J.
presents
Saturday Club
Hit discs
Top pop groups and singers
including
This week's star guests:
Dave Dee, Dozy, Beaky,
Mick, and Tich
The Bee Gees
Producer, Bill Bebb

12.0 EMPEROR ROSKO
with his
Midday Spin

1.0 THE JACK JACKSON SHOW
A record roundabout
Produced by Teddy Warrick

1.55 CRACK THE CLUE
† Broadcast at 9.55 a.m.

2.0 CHRIS DENNING
says this is
Where It's At
It's here every Saturday at 2.0
It's non-stop for sixty minutes
It's all that's best in pop
It's also got KENNY EVERETT
It's produced by
Johnny Beerling

3.0 PETE MURRAY
with his pick of last week's
'Newly Pressed' programmes
featuring the latest
pops, L.P.s, and E.P.s
Produced by Keith Boots

4.0 PETE BRADY
introduces a swinging
selection of studio sounds
and the best of the rest
on records

5.30 COUNTRY MEETS FOLK
Wally Whyton
introduces folk, country and
western music on record
and, in person,
THE CREE
JAMIE, JON, AND JERRY
MURRAY KASH reviews some
current recordings
Contra bass fiddle,
BRIAN BROCKLEBURST
Produced by Ian Grant

6.32 SCENE AND HEARD
Johnny Moran
takes a trip around
the world of pop
and highlights an exclusive
interview with
George Harrison
One hour of latest news
records, reviews
and pop people talking shop
Reporter, MIRANDA WARD
Producers, Paul Williams
Ted Beston, John Walters
† Editor, BRYANT MARRIOTT

7.30 NEWS
7.34 Weather forecast

7.35-10.0
as Radio 2

10.0 PETE MURRAY
meets
Pete's People
with
GENO WASHINGTON AND HIS
RAM JAM BAND
MANFRED MANN
DANNY STREET
BOB MILLER AND HIS
MILLERMEN
Records, reviews, and news

*
CLEO LAINE and MR. ACKER BILK
In live relays from the Royal
Philharmonic Orchestra's first
JAZZ BALL in aid of the
National Society for Mentally
Handicapped Children and the
R.P.O. Trust
Introduced by LESLIE CROWTHER
The Orchestra conducted by
STANLEY BLACK
from Grosvenor House Hotel,
London
Produced by JOHN HOOPER

12.0 MIDNIGHT NEWSROOM

12.5 NIGHT RIDE
Sean Kelly
with
swinging sounds
on and off the record
featuring tonight:
THE SETTLERS
† Produced by Helen Fry

2.0 NEWS SUMMARY
Weather forecast
Close Down at 2.2 a.m.

RADIO 1
is on
247 m. only
RADIO 2
is on
long wave (1,500 m.)
and VHF
for full details
of wavelengths
see page 79



RADIO 1

YOUR MIDDAY SPINNER
Emperor Rosko

Colourful is the word—cosmopolitan too. He was
born in Hollywood twenty-five years ago, son of
the film producer Joe Pasternak. He was educated
in Paris, Switzerland, Japan, and California and
served in the U.S. Navy—that was before he became
a 'pirate'. Now he's a leading disc-jockey in France.

NEWS a.m. 5.30 : 6.0 : 6.30 : 7.30 : 8.30 : 9.30 : 10.30 : 11.30
p.m. 12.30 : 2.30 : 4.30 : 6.30 : 7.30 : 10.30 : 11.30
12.0 midnight. a.m. 1.0 : 2.0

WEATHER a.m. 5.32 : 6.2 : 6.31 : 7.0 (1)
p.m. 6.31 : 7.34. a.m. 12.4
SHIPPING (R2) a.m. 6.40. p.m. 1.55

It's Radio One-derful

By WESTON TAYLOR

WITH a nod and a wink, the BBC gaily borrowed the radio pirates' best gimmicks and gadgets and wrapped them up in its own pop music programme, Radio One, which was launched yesterday.

I couldn't find a blush anywhere in Broadcasting House. Just a slight case of confusion amid the revolution.

The BBC's brash team of disc jockeys were determined to be breezier than any holiday camp jolly-maker, yet the first two tunes which went on the air at dawn on this new station were *Oranges And Lemons* and Julie Andrews' square version of *The Sound Of Music*.

I could hardly believe my ears. Someone had slipped a disc.

Endless

But 22-year-old Tony Blackburn, an ex-pirate, soon piloted the BBC's pop ship into a make-believe world of fun and endless music.

At 7.7 a.m. his sunny voice urged the nation: "Let's get out of bed, and twist the old kneecaps round a bit."

His blend of discs and a disarming personality lowered my defences, but what made Radio One finally victorious for me were the jingles punctuating every programme.

Barber shop quartets, cool choral groups and go-go outfits sang and played with one recurring theme: "Radio One is one-derful."

Emperor Rosko, captured for a fat fee from the pirate ships, at once became a controversial DJ with his souped-up voice constantly interrupting the discs he was spinning.

Middle-aged listeners I consulted either switched him off or claimed he was unbearable.

"That man," said Mrs. Pearl Speller, of Bullsmoor Lane, Enfield, "causes an endless thump, thump on my ear-drums."

Plugs

My main complaints about the new network are: 1 The endless repetition of discs by groups such as the Bee Gees, the Procol Harum and other Top Ten favourites. 2 Ridiculous plugs by DJs for "square" programmes (Max Jaffa and Sandy Macpherson, for instance) in the Light Programme. 3 The reappearance of ageing programmes like *Saturday Club* in the new set-up.

Not so happy with Radio One were the ex-pirate radio owners. Screaming Lord Sutch said: "The BBC have



A cheery greeting as Radio One goes on the air. It comes from 22-year-old Tony Blackburn, first of the BBC's disc jockeys for the "swinging" new station. He's an ex-pirate DJ. Listeners' verdict: "He's still uninhibited"

AND TODAY'S NEW LOOK RADIO

1 247m 6.55 a.m. First Day Of The Week. 7 News. 7.3 Sunday Special. 9 Junior Choice with Leslie Crowther. 10 Happening Sunday with Ed Stewart. 12 Family Favourites. 2 p.m. Top Gear with Pete Drummond and John Peel. 3 Pick of the Pops with Alan Freeman. 7 R and B Show with Mike Raven. 7.30 News and Weather. 7.35 The Jazz Scene with Humphrey Lyttelton. 9.30 Listen To This Space. 10 The David Jacobs Show with Julie Andrews. 12 News. 12.5 a.m. Night Ride with Dwight Whyte. 2 News.

2 1500m and VHF 6.55 a.m. First Day Of The Week. 7 News. 7.3 Sunday Special. 9 Junior Choice. 10 Melodies For You. 11.31 Service. 12 Family Favourites. 2 p.m. The Navy Lark. 2.31 The Clitheroe Kid. 3 Sombrini Serenade. 4 Movie-Go-Round. 5 Pick Of The Pops. 7 Sing Something Simple. 7.30 News. 7.35 Top Of The Form. 8.5 Grand Hotel. 9 Hymns. 9.30 Listen To This Space. 10 David Jacobs. 12 News. 12.5 a.m. Night Ride. 2 News.

copied the best ideas from the illegal stations.

"They've turned out to be the biggest pirates of them all."

Ted Allbeury, who operated Station 390, said: "The BBC have succeeded to a certain extent, but Radio One is like seeing your own mother dancing the frug. She may do it perfectly well, but you wish she wouldn't behave like that."

But three out of every four young listeners I spoke to said "Aunty BBC" had astounded and satisfied them.

Dave Tower, aged 20, of Isledon Road, Holloway, London, said: "I was surprised it was so groovy."

Norma Temple, aged 19, a

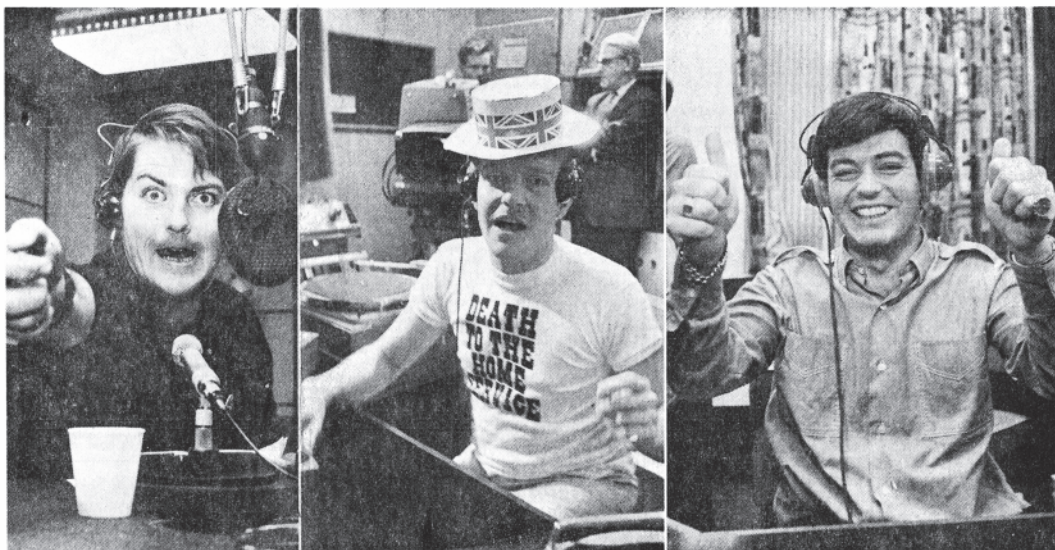
nurse at Hammersmith Hospital, said: "I thought Radio One would have been much stuffier."

Heather Beer, aged 20, of Highgate, said: "I tuned in out of curiosity and stayed switched on because it was as good as the pirates."

Maureen O'Neill, 19-year-old civil servant, of Highgate, said: "It isn't as good as Radio London or Caroline because the DJs don't sound so spontaneous."

Said Mr. Robin Scott, who is running Radio One: "There has been an extremely good reaction, with hardly any complaints. I think we'll be able to hold our own with the best the pirates have ever done."

The new face of the B.B.C. as Radio 1 went on the air



THE NEW "POP" PROGRAMME of the BBC went on the air with a bang yesterday, and here are three of the disc jockeys beating the drum for radio one. Pete Brady, 26, a Canadian, formerly of Radio Jamaica and Radio Luxembourg, puts a punch into his announcements. Chris Denning, 26, a former BBC2 announcer, declares "Death to the Home Service" on his sweater, and it is thumbs up from Tony Blackburn, 22, formerly of Radio Caroline, as he launches his own programme.

BBC pop ship off on a sea of quips

AUNTIE B.B.C.'s all-pop showboat set sail yesterday with a crew of ex-pirate disc jockeys.

Radio 1 was launched at 7 a.m. when guitarist-singer Tony Blackburn shouted (repeat, shouted) into the mike:

"Come on, get out of bed! That's it—twist your old knee-caps round a bit."

Three minutes of records and 22-year-old Tony broke in again — *"Now get over and open that window and tell everyone Radio 1 is just wonderful."*

Another crash-bang of pop music and the Guildford-born DJ chipped in: *"You know that expression 'the worst is yet to*

By KENNETH BAILY

come?' It's not true, I'm here."

There wasn't a trace of mid-Atlantic in the voice. The accent was strictly Southern English, but a lot of listeners were not amused.

Within 15 minutes the Broadcasting House switchboard was coping with calls from bewildered, irritated and angry licence-holders.

They didn't want this stuff on the Light Programme, they said.

A tactful B.B.C. voice explained that the Light Programme, now Radio 2, could be heard only on 1,500 metres on the long waveband.

The protestors were tuned in to the old Light programme's

YOUR DAY WITH RADIO 1-POP (247m.)

6.55 a.m.—First Day of the Week: Christian Words and Music. 7.0—News and Weather. 7.3—Sunday Special, Show Band and records, with Robin Boyle. 9.0—Leslie Crowther's Junior Choice: Record requests. 10.0—Happening Sunday: Singles, new L.P.s and your requests, with Ed Stewart.

12 noon.—Family Favourites: Requests by Michael Aspel and friends abroad. 2.0 p.m.—Top Gear: Pete Drummond and John Peel, with new and up-and-coming groups. 5.0—Pick of the Pops, jockeyed by Alan Freeman. 7.0—R. and B. Show: Mike Raven, from pop to jazz. 7.30—News and Weather.

7.35—The Jazz Scene, with Humphrey Lyttelton. 9.30—Listen to This Space: Comedy series, with Nicholas Parsons. 10.0—The David Jacobs Show: Good music, talk and guest. 12.0—Midnight Newsroom.

12.5 a.m.—Dwight Whyllie on Night Ride with swinging sounds. 2.0—News and Weather.

medium wave spot on 247 metres—now the home of Radio 1.

So it went on, Pop discs, jingles, quips from Radio 1. Protests from listeners.

The outlawed Radio Caroline put in its own protest by upping its transmission power.

Nobody in the B.B.C. studio where I was watching operations in the least worried.

Radio 1 "skipper" Robin Scott, 46, turned a blind eye. He told me: "They can't beat the new Radio 1 transmitters

we've got all over the country or our 16-hour a day operation with the 25-ravest disc spinners available."

Then the news swept the studio — "Fans outside!"

I rushed out and met the fans—all three of them.

Twins Jane and Sally Harries and Teresa Zintara—all aged 13—shivered in the morning air. "We want Tony Blackburn," they said.

They had started listening at home, at Southgate, North London, and left their breakfast to rush into town.

Blackburn thrilled the girls by having his photograph taken with them. Then Simon Dee, who trained Blackburn on Radio Caroline, took his protegee off to a Fortes breakfast of egg and chips.

Back in the studio I noted that some cynical old B.B.C. hand had pinned up an old newspaper headline: "With Scott to the Antarctic."

Criticism

There has been a bit of criticism about Radio 1's £500-an-hour expenditure—£3 million a year.

Meanwhile Radio 1 skims along on a razor edge of uncertainties.

The major worry is that too many people won't be able to hear it clearly. In some areas reception of 247 metres is what B.B.C. engineers call "mush."

Reception was poor yesterday in parts of Bucks., Sussex, Hants., South Devon, Glos. and between Burton-on-Trent and Worksop, Notts.

The D.J.s are also anxious about their ad-lib remarks being taped on what Mr. Scott politely calls a "log record."

I understand the tape will be carefully listened to on Monday by senior B.B.C. men. They will be on guard against too saucy gags, veiled advertising, or any sign of "Payola"—bribing of D.J.s by disc companies.

THE TOP DJ'S VERDICT

JIMMY SAVILE
talking . . .

THERE ARE very few people for whom I would switch on my bedside transistor at seven in the morning.

The Editor of "The People" is one. So when he said: "You would oblige me, Jimmy, if you would listen to Radio One on Saturday and let me have your opinion, as top D.J.," I obliged.

So, here goes. First, and most important, is the music. Thank goodness, thank goodness, that all pop fans can now dial 247 metres and stand a reasonable chance of hearing top 40 music.

Radio One will never be better than the pirates simply because there's only one station for us now instead of seven or eight to choose from back in the illegal days.

Now the disc jockeys. Most of 'em are on six- or eight-week contracts only, so that's not what you would call an assured future.

One good thing about

these short-term contracts is that hundreds of great, undiscovered disc jockeys all over the British Isles might now stand a chance of a bit of air time.

I would strongly suggest to Radio One bosses that they should have a one-hour programme at peak time allowing four new D.J.'s fifteen minutes each and have a national competition.

On Saturday, for me, Tony Blackburn stood out as the best-to-listen-to D.J. but Rosko played the greatest music.

I nearly fell out of bed laughing when, halfway through Rosko's show, the news came on and the typical B.B.C. newsreader, obviously completely baffled by Rosko's rhyming, Americanisms, said: "Here is the

news—in English." Man, that was the funniest.

Incidentally in five hours I didn't hear one Monkees record.

No public-minded pirate station or Jimmy Savile would have left out the Monkees for five hours, or the Stones! And only one old Elvis in eight hours!!!

Anyway, right next to Radio Luxembourg at 208 on your radio is 247, Radio One.

Radio Luxembourg h.s no need to worry. They run for money and if you make mistakes there you get the sack, double quick.

Someone tells me the B.B.C. has overspent six million of our quids.

Well, there are difficult ways of running a business, I suppose, but I say long live Top of the Pops, and I honestly hope that Radio One, or 247, has a trouble-free life for many years and gives lots of new guys a chance at the mike.

Jimmy's column—Page 14.

B.B.C. PUTS RADIO ONE INTO ORBIT

By R. H. GREENFIELD

FOR weeks it has been tirelessly publicised, extolled and promoted by the B.B.C. on sound and vision. For weeks it has been awaited by eager, sceptical or frankly apprehensive listeners. And yesterday morning, with a Cape Kennedy-style countdown, it was finally launched—"the new, exciting sound of Radio One."

As the hands of the studio clock came up to 7 a.m., Robin Scott, Controller of Radio One and Two, announced over the air: "Ten seconds to go before Radio One . . . stand by for switching . . . five, four, three, Radio Two, Radio One, Go!"

The missile analogy was an appropriate one. Teenagers may go into orbit over the B.B.C.'s new disc-jockeyed, jingle-packed, gimmick-ridden "pop" music programme, designed to supersede the pirate stations. But for the old, the nervous and the "square," particularly before breakfast, it carries a megaton warhead.

Diabolical feature

Those who have yet to sample Radio One have some shocks in store. After a 5.30 news summary and "Breakfast Special" with Paul Hollingdale, shared with Radio Two (the late lamented Light), the new programme starts off each weekday with the 7 a.m. "Tony Blackburn Show."

Mr. Blackburn, 22, an engaging erstwhile pirate disc-jockey, unleashes upon his somnolent audience a non-stop flood of pop records, interspersed with gags and jingles styled on radio advertisements.

A peculiarly diabolical feature, which he threatens to repeat daily, is a "Bedroom Twisting Session" designed to force everyone, but everyone, to get up at 7.15.

"Come on, up you get! Even you, Granny. Up you get, love! That's it! Now take a nice deep breath, open the window and say: 'Radio One is wonderful!'" followed by suitable twisting music from The Supremes.

One of the earliest complaints

came from a lady who telephoned to say she didn't think it proper for young people to be opening their windows and making remarks like that at such an hour of the morning.

Mind you, one must be thankful for small mercies. At least Tony Blackburn doesn't shout at you. His accent is uncompromisingly English. In fact, Mr. Blackburn becomes quite agreeable after the second cup of coffee.

Fortified by cornflakes, you are considered capable of withstanding tougher treatment. David Cash, Peter Brady, Duncan Johnson, and Mike Lennox all have (genuine) transatlantic accents and their own distinctive styles of introducing records.

But undoubtedly the most powerful weapon in Radio One's armoury is the Emperor Rosko, the Hollywood-born favourite of France, who presides over the Saturday "Midday Spin".

Less Dreamy

A little alarmed by the fact that Radio One is scheduled to continue until 2 a.m. (my next-door neighbours but one or two subsist on "pop") I asked Mr. Scott whether he thought the programme might not be a trifle loud.

"Night Ride will certainly be a little less dreamy than its predecessors," he admitted.

One of a group of Radio Caroline fans commented: "We didn't think much of Radio One. It's such a peculiar combination.

"We all tuned in to hear Tony Blackburn, because he is one of our favourites from his pirate days, but Leslie Crowther's Junior Choice right afterwards sent us straight back to Caroline in disgust. It's just the old Children's Favourites with a new name."