

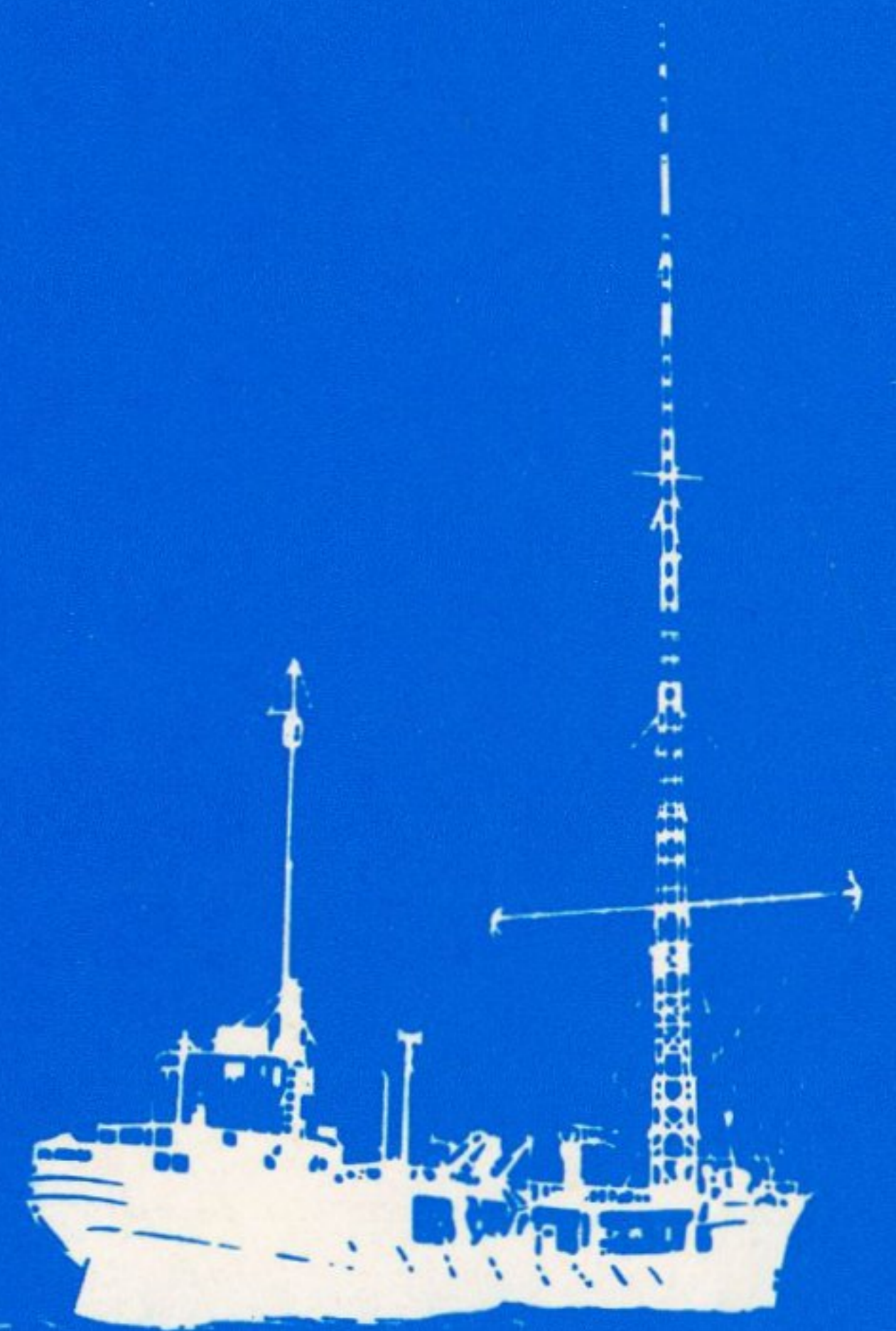
Radio Caroline

“The Sixties”

“The Seventies”

Into “The Eighties”

Radio Caroline Sales,
A321, Rosas,
Gerona,
Spain.



Radio Caroline - The History...

Easter Sunday 1964 - A Radio Station is born. The first Radio Station to break the existing monopoly of the BBC and Radio Luxembourg. Radio Caroline anchors for the first time off the English Coast.

August 14th 1967 - The British Government introduces the 'Marine Offences Act' outlawing offshore radio stations. Radio Caroline fights on as she is anchored outside British jurisdiction. With offices in Amsterdam, Paris, New York & Toronto, Radio Caroline is still the most listened-to radio station in the British Isles

TEN YEARS LATER....

RADIO CAROLINE CONTINUES....

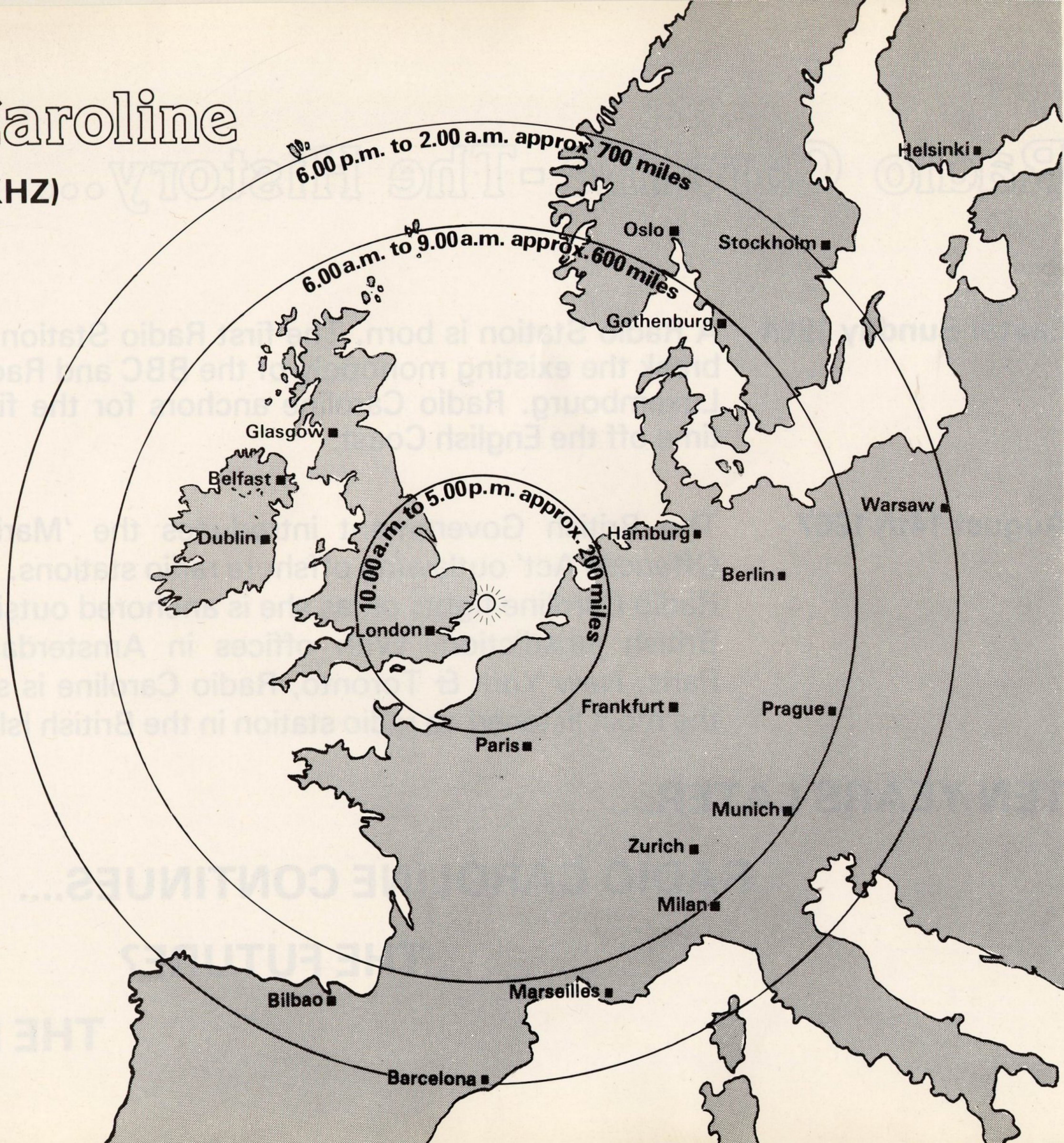
THE FUTURE?

THE EIGHTIES....

Radio Caroline

319 metres (962 KHZ)

Medium wave



**"EUROPE'S
FIRST
AND ONLY
ALBUM
STATION"**

Radio Caroline 319 metres (962 KHZ) Medium wave.

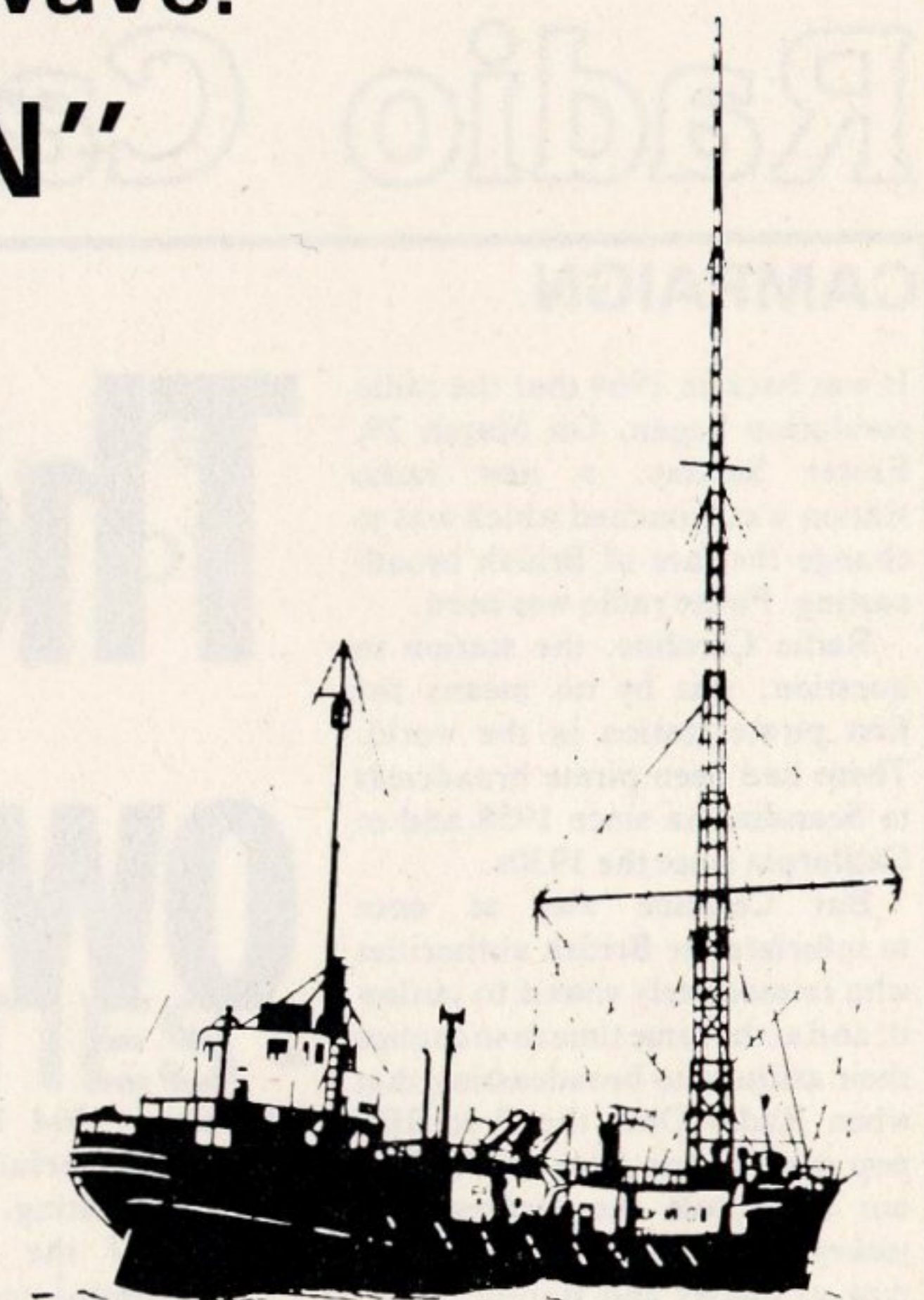
"EUROPE'S FIRST AND ONLY ALBUM STATION"

Radio Caroline's transmission area includes England, Scotland, Ireland and Wales as well as France, Belgium, Holland and Luxembourg.

Radio Caroline reaches Amsterdam, Madrid, Bonn and Paris and can be heard at night in such faraway places as Tunisia, The Canary Islands and Southern Spain.

SURVEY INFORMATION

Q. WHICH OF THESE RADIO STATIONS HAVE YOU LISTENED TO IN THE LAST SEVEN DAYS
BASE - ALL RESPONDENTS



	TOTAL	SEX		AGE					CLASS					STANDARD REGION				
		MALE	FEMALE	16-20	21-24	25-34	35-54	55+	AB	C1	C2	DE	SCOT LAND	NORTH	MIDS	WALES & WEST	SOUTH EAST	
ALL	2038	971	1067	175	171	337	696	659	361	397	741	540	148	609	315	262	705	
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	
RADIO 1	978	469	509	145	133	222	303	175	149	183	381	265	68	295	169	140	306	
	48.	48.	48.	83.	78.	66.	44.	27.	41.	46.	51.	49.	46.	48.	54.	53.	43.	
RADIO 2	952	506	446	66	58	165	338	325	175	196	340	241	42	260	185	143	323	
	47.	52.	42.	38.	34.	49.	49.	49.	48.	49.	46.	45.	28.	43.	59.	55.	46.	
CAPITAL RADIO	137	80	57	31	18	44	38	6	51	24	47	15	-	4	5	2	126	
	7.	8.	5.	18.	11.	13.	5.	1.	14.	6.	6.	3.	-	1.	2.	1.	18.	
RADIO CAROLINE	74	42	33	20	14	17	17	7	13	14	33	14	2	8	6	6	53	
	4.	4.	3.	11.	8.	5.	2.	1.	4.	4.	4.	3.	1.	1.	2.	2.	8.	
PICCADILLY RADIO	75	40	35	14	7	21	25	8	16	11	28	20	-	61	4	5	5	
	4.	4.	3.	8.	4.	6.	4.	1.	4.	3.	4.	4.	-	10.	1.	2.	1.	
RADIO CITY	56	34	22	10	13	5	18	10	7	9	24	17	3	37	1	14	1	
	3.	4.	2.	6.	8.	1.	3.	2.	2.	2.	3.	3.	2.	6.	*	5.	*	
RADIO CLYDE	58	25	33	9	3	15	17	13	4	10	25	19	53	2	-	2	1	
	3.	3.	3.	5.	2.	4.	2.	2.	1.	3.	3.	4.	36.	*	-	1.	*	
METRO RADIO	53	23	31	5	8	9	18	13	-	2	28	22	-	52	-	-	1	
	3.	2.	3.	3.	5.	3.	3.	2.	-	1.	4.	4.	-	9.	-	-	*	
B.R.M.B.RADIO	59	32	27	7	12	15	16	8	15	14	20	10	-	-	56	-	2	
	3.	3.	3.	4.	7.	4.	2.	1.	4.	4.	3.	2.	-	-	18.	-	*	
BEACON RADIO	27	16	11	6	2	7	6	6	11	5	6	5	-	-	26	-	1	
	1.	2.	1.	3.	1.	2.	1.	1.	3.	1.	1.	1.	-	-	8.	-	*	
NONE OF THESE	521	234	287	14	17	49	183	259	108	108	162	143	41	158	53	59	209	
	26.	24.	27.	8.	10.	15.	26.	39.	30.	27.	22.	26.	28.	26.	17.	23.	30.	

(PERCENTAGES ROUNDED)
(* - PERCENT LESS THAN .5)

Radio Caroline THE PRESS, 1977

CAMPAIGN

It was back in 1964 that the radio revolution began. On March 29, Easter Sunday, a new radio station was launched which was to change the face of British broadcasting. Pirate radio was born.

Radio Caroline, the station in question, was by no means the first pirate station in the world. There had been pirate broadcasts to Scandinavia since 1958 and to California since the 1930s.

But Caroline was at once to infuriate the British authorities who immediately vowed to outlaw it, and at the same time to so change their attitude to broadcasting that when Radio One, the first BBC pop station was born in 1967, it not only stole the pirates' disc jockeys but also used the same type of jingles and station identifications. The pirate format was to flourish if the stations themselves were to be sunk.

Radio Caroline was set up by a rather enterprising young man called Ronan O'Rahilly, the son of one Aodhagan O'Rahilly who owned the Irish port of Greenore. His father's connections proved to be very convenient for Ronan was able to have his acquired ship fitted and equipped on advantageous terms. Once ready the ship was taken to a location four miles off Felixstowe, clear of the shipping lanes and outside British territorial waters. Pirate radio had set sail.

O'Rahilly's enterprise was shortly to be followed by Radio Atlanta which was set up by Alan Crawford and broadcast from a ship called the *Mi Amigo* off Frinton. It was competing for both advertising and audiences with Caroline but did not last long and two months later O'Rahilly and Crawford came to an arrangement whereby it changed its name to Radio Caroline South while the original Caroline sailed round to the Isle of Man and established itself as Caroline North.

Caroline was just the start. By

The debt we owe the pirates

Christmas 1964 Radio London, the most powerful of the pirates, was broadcasting. The managing director of the operation was Philip Birch, today managing director of Manchester's ILR station Piccadilly Radio. After one year it was making a profit.

By 1966 the pirates were prepared to do battle with each other. 45 per cent of the population listened to an offshore radio station each week, according to a poll taken at the time and the most significant stations were Caroline, London, 390, England and Britain, plus of course the non-pirate Luxembourg.

The pirate stations were not just confined to ships. There had been a lot of interest in the forts left over from the war in the Thames estuary and outside territorial waters. Screaming Lord Sutch had attempted to run a station from one which had not lasted long but the success story was Radio 390 which played the middle of the road music. Radio Tower, another Thames fort had a short life but was notable for its attempt to establish a pirate television station. This never came off and because of difficulty in servicing the fort it was abandoned and later demolished.

But all this was to end when the Labour Government succeeded in passing the Marine Etc

Broadcasting Offences Act which came into effect on August 15, 1967. All the stations had put up a fight to try to get the proposed legislation dropped but the Act went ahead and the pirates were left with the decision to close down or break the law. Several said they would continue but in the event only Caroline carried on.

Philip Birch is quite confident of the contribution made by the pirates to radio today. "Radio London established itself as a working commercial station," he says. "It was viable and respectable and by that I mean it played its dues and royalties and made a profit. We worked very closely with the Opposition and laid the foundations of today's commercial radio. We showed that there was not only a big

'Philip Birch is quite confident of the contribution made by the pirates to radio today'

audience for commercial radio but also a big market for advertising. There would have been no commercial radio if it wasn't for the pirates. When I look back, I look back on the beginning of what is now."

Now there is only one pirate

ruling the waves around Britain. Caroline battles on from the *Mi Amigo*, off the Dutch coast. She was joined by Radio North Sea International for a while but two years ago the ship was caught inside Dutch waters and the station closed down.

Caroline broadcasts on two frequencies, one in Dutch and the other in English. Most of the advertising is on the Dutch frequency because it is illegal under the 1967 Act for British advertisers to buy air time although it is theoretically possible for international advertisers to buy time through a country not party agreements on pirate radio.

The English frequency is devoted mainly to album tracks and is billed as "Europe's only album station". It does carry some advertising but the general belief is this is "poached" from other stations and not paid for and played to keep up Caroline's image as a commercial station. The station has also carried ads from Jumbo Records of Tottenham which offers a record about the pirates, a record shop in Norwich and an ad quoting a box number in Crawley offering a Radio Caroline car badge and a newsletter.

The station is also appealing for public subscriptions and requests listeners write to an address in

Spain. It cites the Annan Report as recommending this arrangement for supporting radio and uses the line "You can give Caroline a stronger signal."

So Caroline is alone at sea but is by no means the only pirate left. The "growth market" for pirates is France where the ecology movement has set up about ten stations under the generic term *Radio Verte*, green radio.

The latest of these which seem to go unheeded by the authorities

'Caroline is now alone at sea but is by no means the only pirate station left'

was set up only last Friday in Toulouse.

But Britain is not without its illegal land radios. Perhaps the most daring of these broadcasts from "somewhere in Surrey" every Sunday on 227 metres medium wave. Radio Jackie is run by a band of enthusiasts hoping their efforts will give way to local community radio in the same way the seaborne pirates paved the way for the setting up of the ILR stations.

It has been going for eight years using a different location each time to avoid detection by the Post Office.

Other British stations are Rebel and Concord which are political and Victor which broadcasts soul music on bank holidays. There is no money to be made out of pirate radio now but few listeners who remember the old call signs of the original pirates will not feel a nostalgic twinge and remember the debt Radio One and commercial radio of today owe to the former rulers of the airwaves. ■

Articulous
ANTHONY HOLDEN
Ruling the air waves

THE PROBLEM is that the jockeys, advertisers and entrepreneurs on the air are not to be trusted.

disc-entre-wave-ject to the British performers and companies heard by the parent say, sort of Ronan Irishman under mine's quatory mmu ear

of Caroline's underground audience. Other major enigmas abound. All the record companies deny supplying anything to Caroline (illegal), though station staff insist they receive albums and background information on British offices of all major companies for whom adverts are to be heard on 319 metres (illegal) that they have paid for more than they again insist Caroline (even paid for by these companies' parent groups, who say, be illegal. It would, who sort all this out by Ronan O'Rahilly, the Irishman who is under mine's quatory mmu ear

Caroline, back on the waves

I'M SURE there were many who, like myself, welcomed the return to our airwaves of Radio Caroline, who once again has defied North Sea elements, government legislation and pundits who had predicted that she had made her final broadcast. After 13 years, isn't it about time that a British government legitimised Caroline, and showed the magnanimity the Dutch Radio back, terra firm One with to they fur the

shall deny to her heyday we are music-loving ears) on the present? How vigorous some of the occ

Radio Caroline **THROUGH THE SIXTIES -**

Beatlemania, Flower power, Love and peace, are all synonymous with the name and message of **Radio Caroline.**

Radio Caroline **THROUGH THE SEVENTIES -**

Revolution within the music industry which had always been geared to singles and the Top 50 charts. Once again **Radio Caroline** leads the way with the introduction of an all-album format. After five years **EUROPE'S FIRST AND ONLY ALBUM STATION** leads the way into "the Eighties".

Radio Caroline **INTO THE EIGHTIES -**

**THE FUTURE — 20 YEARS OF RADIO CAROLINE,
EASTER SUNDAY 1984**

Radio Caroline

"EUROPE'S FIRST AND ONLY ALBUM STATION"

For Further Information Please Contact:
Radio Caroline Sales,
A321, Rosas,
Gerona,
Spain.



Radio Caroline **THE RATE CARD**

ALBUM PACKAGE - £1000 per month - 6 plays per day, seven days per week per album plus tour information.

SINGLES PACKAGE - £100 per week - 4 plays per day for seven days.

This package can only be used to promote single cuts from albums or a current single taken from the album.

SPOT ADVERTISING	No. of Spots	1	21	35	50
	15 secs.	£5	£100	£150	£200
	30 secs.	£10	£200	£300	£400

For Further Information Please Contact:

**Radio Caroline Sales
A321, Rosas,
Gerona,
Spain.**

