

about

RADIO CAROLINE



RADIO CAROLINE

an introduction to your all day music station

RADIO CAROLINE is a commercial radio station which is based aboard a ship. The ship is called MV Caroline and is anchored in international waters five miles from the east coast of England. It is actually at a point off Felixstowe in Essex.

Caroline was fitted out for broadcasting in Ireland. It sailed from a port called Greenore, half way between Belfast and Dublin, and took up its position on Good Friday 1964. That night it began test broadcasts. The following day news of Caroline's existence was released to the press. By Easter Sunday Radio Caroline had started broadcasting from six in the morning until six at night.

The sea was calm, but a political storm followed. Radio Caroline weathered the storm. In fact within three weeks it gathered nearly seven million listeners. That figure was supplied by the Gallop Polls and did not include people under the age of sixteen. Radio Caroline seemed to supply a need for non-stop music.

who hears Caroline

Caroline's music was heard in London, the Home Counties, the South of England and East Anglia. Reports of strong reception were received from all over England. Since then the equipment has been improved and the signal strengthened still further. Radio Caroline has a very large following on the continent too, particularly in Holland, France, Denmark and the Scandinavian countries.

the music

The policy of Radio Caroline is to supply musical entertainment with a minimum of announcement. The disc jockeys introduce their records simply and without too much dialogue. This means that there is a flow of music without distraction. The programmes were planned so that every taste in popular music is catered for. The records were planned not as timefillers but as music to listen to.

An arrangement was made in May that a percentage of any income earned by Caroline should be paid to the Performing Rights Society. This society looks after the interests of composers and publishers of music.



RADIO CAROLINE

Some of the people involved

RONAN O'RAHILLY. Ronan is the young man responsible for Radio Caroline. He is 24, born in Dublin the son of an Irish father and an American mother. His father, Aodogan O'Rahilly is an Irish industrialist who owns the port of Greenore where Caroline was fitted out for broadcasting. Ronan has been in England since 1960 and has always been closely connected with the world of music. He founded the Scene Club in London, now acknowledged as the country's Mecca of rhythm and blues.

Ronan started the mammoth task of creating Radio Caroline over a year and a half ago. He controlled the operation from its beginning and has been the man 'at the helm' ever since.



Commercial radio

Radio Caroline became the third commercial radio station currently operating at sea in Europe. Before her there was only Radio Sud off Sweden and Radio Veronica off Holland.

In fact the world's first commercial radio station started in America over a quarter of a century ago. Australia and then other Commonwealth countries followed soon after.

the club

Over two thousand letters a day were received at Radio Caroline's London offices. Many asked for information, most wanted request records played. The Caroline club was formed as a service to listeners. It was decided to try to condense the answers to the most frequently asked questions and to start a programme especially for member's requests. Plans were also made for other benefits for Caroline Club members.

From all of us at Radio Caroline, thank you very much for your wonderful support.



THE FIRST

CAROLINE DJS



CHRIS MOORE
Programme Director

Chris is chief disc jockey and is in charge of programme planning. It is he who decides what sort of records are played on Radio Caroline as well as the format of feature programmes, like the Caroline Club hour. Born in Washington 23 years ago Chris first came to Europe when he was eight and went to school in England. When he was 18 he travelled the world in the Merchant Navy and on his return to England joined an advertising agency. He moved from there into the music business.



SIMON DEE

Simon Dee was born in Ottawa, Canada, and is 28. He is married, and has a son Simon Junior. He has lived in England since he was eleven, except for the five years he spent in Cyprus (where he was shot at) and the Far East. When he was demobbed he became a fashion photographer, working with Anthony Armstrong Jones at one stage.

Simon met Ronan O'Rahilly at the Scene Club. They realised they had similar tastes in music. Ronan told him he was starting a floating radio station and asked if Simon would be interested in a job as a disc jockey. Simon said yes. More than a year later Ronan phoned and confirmed the offer.



CARL CONWAY

A well known television, radio and film actor Carl has run the gamut of show-business. He was born in Ramsgate and is 35. He attended St Lawrence College and when he left went into a local repertory company. For some years he travelled around England with various companies, playing in a large variety of plays and revues.

Carl then entered the advertising world and appeared in film and television advertisements. He graduated into acting in drama and comedy both on the large and small screen. Then came the day he decided to become a disc jockey. A freelance first and then a full time job aboard MV Caroline.



DOUG KERR

Dark haired and brown eyed, Doug Kerr is a five foot ten inch Canadian from Stampede City, Calgary, Alberta. When he left Alberta and Utah universities Doug began his D.J. career with the Canadian Broadcasting Company. But in 1957 he upped and came to England. There followed seven years of theatre and film work, including a part in "The Victors", before he joined Caroline.

In his spare hours Doug likes to paint abstracts—really big ones. He also devotes a lot of time to all kinds of music, show business, books, Chinese food, swimming, tennis and skiing. Doug is especially amiable towards dogs, cats and girls. But as yet he is unmarried. "A good gal", says Doug, "is hard to find".



TOM LODGE

Tom was born in Forest Green, Surrey, in 1936. He was taken to Virginia, USA when he was 4 and his father took up a professorship in the university there. Tom returned to England when he was 10 and went to Bedales School. Back across the Atlantic when he was 17 and Tom became a cowboy on a ranch in Alberta. After a year he went North as an explorer in the Arctic. He returned to England via the West Indies and wrote a book about his two years in the Arctic called 'Beyond the Great Slave Lake' which was a success in England and America.

Tom joined CBC as an announcer and after a year became station manager at a new Canadian radio station in Fort Smith. He returned to England as a freelance broadcaster, doing documentaries and record programmes. He heard Radio Caroline one day, phoned Chris Moore for a disc jockey audition and shortly after boarded the boat. Tom's grandfather, Sir Oliver Lodge, was one of the inventors of wireless telegraphy.



GERRY DUNCAN

Programme Producer

Gerry runs the production side of the programmes. He is the man who coordinates the disc jockeys, the records, the time checks, commercial spots and generally keeps an eye on the running of Caroline's programmes. In nautical terms, programme planner Chris Moore is the captain of the boat, and Gerry steers. Sometimes he acts as a disc jockey and has an occasional programme on Radio Caroline.

Gerry was born in 1937 in London. He was educated at Dulwich and Harlow College. After service with the RAF in Germany where he was in the photographic section he became assistant to film director Lewis Gilbert. With Gilbert he worked on 'Light up the Sky' and 'Sink the Bismark'. After one year in the film world Gerry became a television cameraman. Having served with ATV for 4 years Gerry left to start producing programmes for Radio Caroline.

MV CAROLINE

about the ship

MV (Merchant Vessel) Caroline is 763 tons and used to be a passenger ship which served the Danish Islands. Her length is 188ft. with a beam of 32ft. The boat is propelled by a thousand horse power diesel engine with a single screw and is capable of 14 knots. MV Caroline is in very good shape, and although her engines are now rarely used she could have many more active years of normal seagoing service.

the special anchor

When MV Caroline arrived in Greenore in Southern Ireland where she was fitted out for broadcasting a very important and unusual piece of equipment was installed. It was a specially constructed heavy anchor with a forty hundredweight chain. This special anchor is effective in keeping the ship steady in bad weather. An important use is to stop the stylus from slipping across the records in the studio during a storm.

Servicing Caroline

A tender boat from Harwich services MV Caroline three times a week, supplying her with food, fuel and other living necessities. It also transports the crew and the engineers to and from shore after their spells of duty.



the crew

There is normally a crew of ten seamen, two radio engineers and two disc jockeys on board Caroline. But there is no time to laze about in the sun. Maintenance of MV Caroline is of the utmost importance, and the disc jockeys spend their hours away from the microphone planning their programmes. Although stationary, MV Caroline is a hive of industry.

It is a very involved process travelling to and from Radio Caroline because officially everyone and everything carried out and brought ashore is being exported or imported. Anglia Marine Agencies Ltd of Harwich headed by 28 year old Don Murrison are the experts in this. Every time his tender boats go to MV Caroline Don has to organise the paperwork. This includes passing through HM Customs, Excise, HM Waterguard, HM Immigration, the Special Branch of the CID, also involved are British Railways, Trinity House, Board of Trade, Ministry of Transport, and Harwich Harbour Board and Port Health Authority! This is why at present no private trips to the boat can possibly be organised.



MV CAROLINE

The broadcasting equipment aboard M.V. Caroline

The broadcasting equipment which has been installed on MV Caroline is the best. In order to be competitive in the field of commercial radio a high quality signal is essential. An enormous amount of time and planning went into the selection of the equipment. The signal transmitted by Radio Caroline is of the highest possible quality.

If you receive Radio Caroline far away in an area where the signal may be weak, take your radio to your dealer and he will make a very minor adjustment which will improve the reception.

MV Caroline is fitted out as a completely self-contained broadcasting unit. The equipment was installed by Arthur Carrington who was responsible for Britain's first aerial and first undersea television transmissions. He also worked on the installation of equipment into the Manchester studios of ABC Television and has worked for the BBC, The Marconi Company and for the British Government on radar. The equipment he installed is as follows:



generators

There are two generating sets, made by Mercedes-Benz, each capable of delivering 80 kilowatts at 220 volts (3 phase). A control panel regulates the voltage with a complicated switch gear.

transmitters and combining unit

Radio Caroline has two transmitters and a combining unit all manufactured by American Continental Electrics. Each of the transmitters can transmit 10 kilowatts and with the combining unit a total of 20 kilowatts is obtained. The combining unit was put into operation at the end of May, eight weeks after broadcasting started. This unit increased the power of the signal and extended Radio Caroline's reception area.

aerial

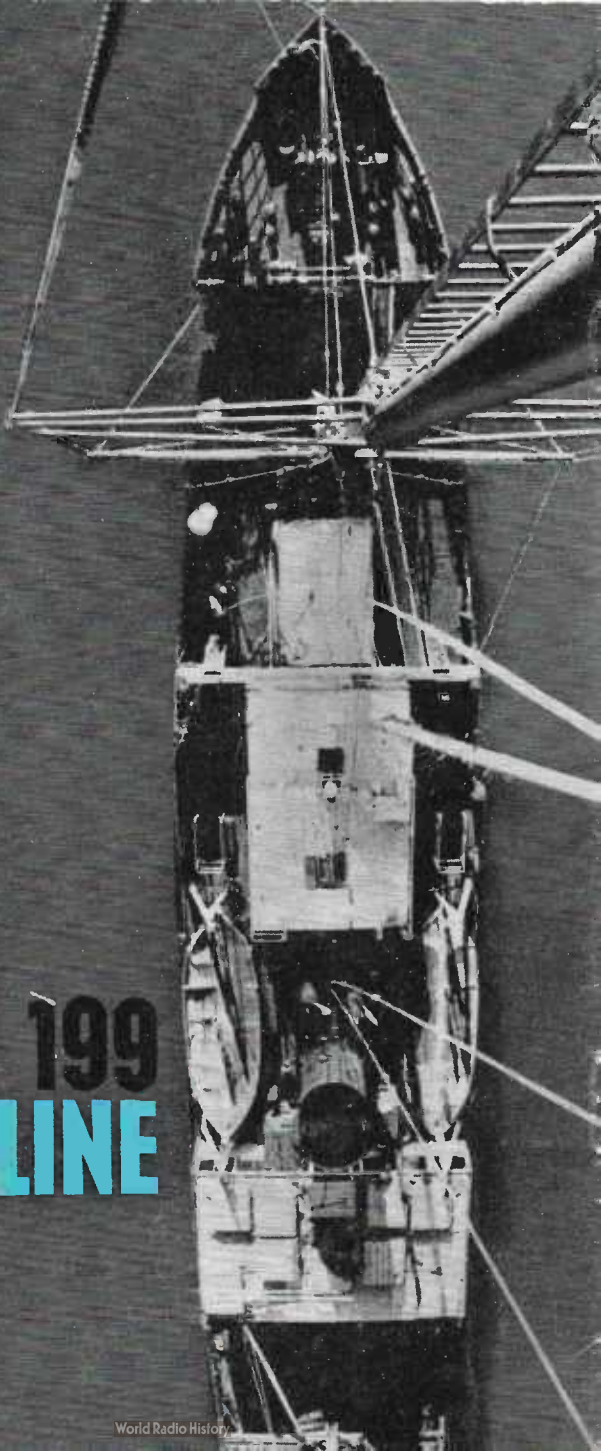
The aerial or antenna of Radio Caroline is unique because it consists of a folded dipole of which the mast is one leg and a sausage aerial the other. It is 168 feet above deck level. The aerial was designed and manufactured in Southampton and rigged in Cowes in the Isle of Wight.

sound control room and studio

The completely self-contained sound control room of Radio Caroline contains three Ampex tape machines. The two transcription turntables (as the radio engineers call their complicated gramophone turntables) were made by Gates Incorporated. In this room sits the radio engineer who controls the music which is transmitted from Radio Caroline.

The sound control room is connected to a studio where the disc jockey sits. He signals his record 'cues' to the engineers through the interconnecting window.

Written by David Block



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CAROLINE



RADIO CAROLINE

An introduction

The aim of Radio Caroline is to provide musical entertainment 24 hours a day. There are two ships involved in the Radio Caroline network. One, which beams to the North, the Midlands, Ireland, Scotland and North Wales, is anchored in international waters three-and-a-half miles off Ramsey, Isle of Man. The other, Radio Caroline South, is moored three-and-a-half miles off Frinton-on-Sea, Essex, and its broadcasts are heard in the Greater London area, The South, and East Anglia.

The first Radio Caroline took up position off Harwich on Good Friday, 1964. That night it began test broadcasting. The following day news of Caroline's existence hit the newspapers. On Easter Sunday Radio Caroline began regular broadcasts.

In its first three weeks, Gallup Polls reported, Radio Caroline gathered nearly seven million regular listeners. This figure did not include listeners under the age of seventeen. Caroline was covering an area in which more than 19 million people lived . . . and the number of listeners was growing rapidly.

Radio Atlanta sailed in six weeks later and anchored some fourteen miles from Caroline. Between them the radio ships captured the second largest English-speaking audience in the world. The ships seemed to supply a need for non-stop music.

The Merger

In July 1964 Radio Caroline merged with Radio Atlanta under the Radio Caroline call sign. Allan Crawford, managing director of Project Atlanta, and Ronan O'Rahilly who ran Radio Caroline, had been having merger talks ever since Radio Caroline started broadcasting in March.

The ships had been closely connected from the very beginning. Both were fitted out at the port of Greenore, in Southern Ireland.





When Radio Atlanta started broadcasting some weeks after Caroline, it was only a matter of time before both parties started to work together. The final decision to merge, and for one ship (the original Caroline) to cover the North was taken in view of the enormous interest from people outside the original broadcasting areas.

Who hears Caroline now

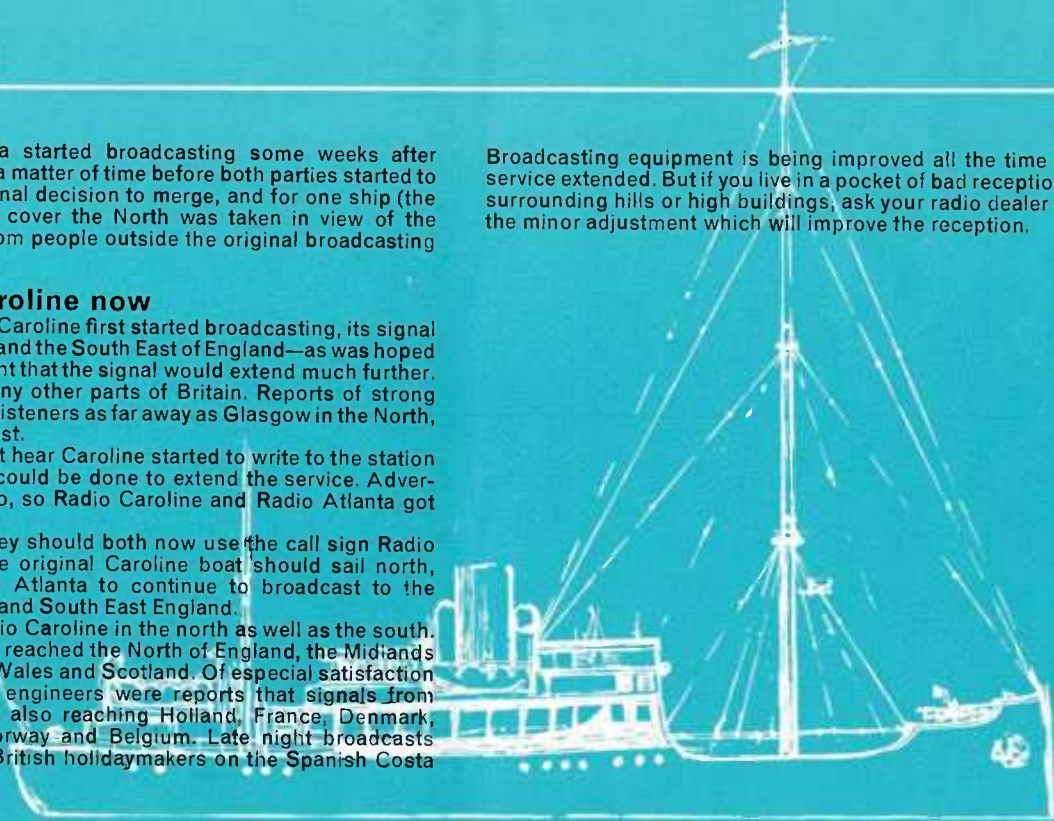
When the good ship Caroline first started broadcasting, its signal was heard in London and the South East of England—as was hoped for. But no one thought that the signal would extend much further. In fact it reached many other parts of Britain. Reports of strong reception came from listeners as far away as Glasgow in the North, and Bristol in the West.

People who could not hear Caroline started to write to the station asking if something could be done to extend the service. Advertisers wanted this too, so Radio Caroline and Radio Atlanta got together.

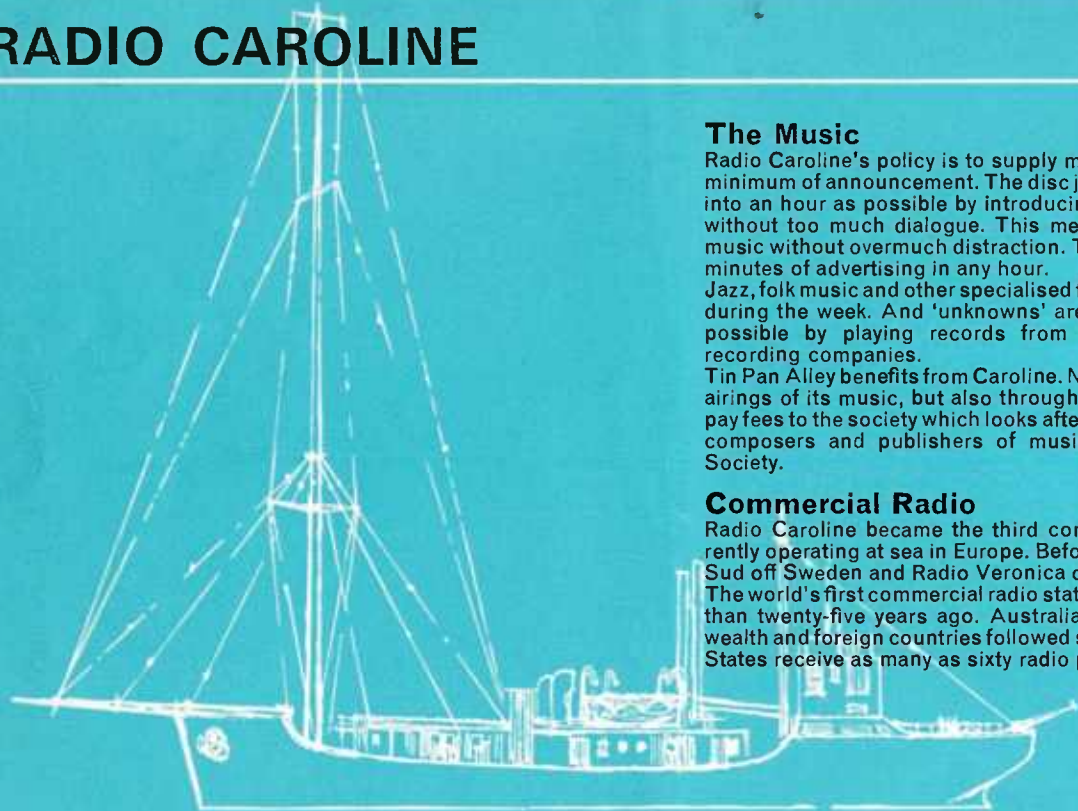
They decided that they should both now use the call sign Radio Caroline and that the original Caroline boat should sail north, leaving the renamed Atlanta to continue to broadcast to the Greater London area and South East England.

There was now a Radio Caroline in the north as well as the south. Radio Caroline North reached the North of England, the Midlands and most of Ireland, Wales and Scotland. Of especial satisfaction to the hard working engineers were reports that signals from Caroline South were also reaching Holland, France, Denmark, Sweden, Finland, Norway and Belgium. Late night broadcasts were even heard by British holidaymakers on the Spanish Costa Brava!

Broadcasting equipment is being improved all the time and the service extended. But if you live in a pocket of bad reception due to surrounding hills or high buildings, ask your radio dealer to make the minor adjustment which will improve the reception.



RADIO CAROLINE



The Music

Radio Caroline's policy is to supply musical entertainment with a minimum of announcement. The disc jockeys pack as much music into an hour as possible by introducing their records simply and without too much dialogue. This means that there is a flow of music without overmuch distraction. There is never more than six minutes of advertising in any hour.

Jazz, folk music and other specialised fields are beamed frequently during the week. And 'unknowns' are given a break as often as possible by playing records from the small up-and-coming recording companies.

Tin Pan Alley benefits from Caroline. Not only through the valuable airings of its music, but also through the arrangements made to pay fees to the society which looks after the interests of the writers, composers and publishers of music, The Performing Rights Society.

Commercial Radio

Radio Caroline became the third commercial radio station currently operating at sea in Europe. Before her there was only Radio Sud off Sweden and Radio Veronica off Holland.

The world's first commercial radio station started in America more than twenty-five years ago. Australia and then other Commonwealth and foreign countries followed soon after. In America some States receive as many as sixty radio programmes.



THE CAROLINE CLUB

When Radio Caroline started in March 1964, letters started to pour in asking for information about the ship and disc jockeys, and requests for records to be played over the air. The figure eventually reached over two thousand letters a day. It became almost impossible to cope with them all. So it was decided to form the Caroline Club.

A programme was started on July 11 to play records to and from Club members and to announce items of interest to members. Answers to the most frequently-asked questions were condensed into this club brochure, and plans made for further benefits to Club members.

Then Caroline became nation-wide. And letters began pouring in from other parts of the country to supplement the continual stream from the South. So the club was extended North. Now it looks as if it might become one of the biggest of its kind in the world.

From all of us at Radio Caroline, thank you very much for your wonderful support.

Some of the People involved in Radio Caroline

Ronan O'Rahilly

Ronan is 24 and joint managing director with Allan Crawford of the Radio Caroline network. He was born in Dublin, his father is Irish, his mother American. Ronan has been in England since 1960 and has always been closely connected with the world of music. He founded the Scene Club in London, now acknowledged as the country's Mecca of rhythm and blues.

Allan Crawford

Australian born Allan Crawford has been a prominent figure in the world of popular music for many years. He is managing director of several successful music publishing companies and also controls two record companies. Through his recording interests Allan gives opportunities to young unknown singers and musicians. His thriving labels include Rocket, Sabre and Carnival Records.



Below: **RONAN O'RAHILLY**. Right: **ALLAN CRAWFORD**.



SOME OF THE FIRST CAROLINE DJ's



CHRIS MOORE—Programme Director

Chris is chief disc jockey and is in charge of programme planning. It is he who decides what sort of records are played on Radio Caroline, as well as the format of feature programmes, like the Caroline Club Hour.

Born in Washington 23 years ago, Chris first came to Europe when he was eight and went to school in England. When he was 18 he travelled the world in the Merchant Navy and on his return to England joined an advertising agency. He moved from there into the music business.

SIMON DEE

Simon Dee was born in Ottawa, Canada, and is 28. He is married and has a son, Simon junior. He has lived in England since he was eleven, except for the five years he spent in the RAF in Cyprus and the Far East. When he was demobbed he became a fashion photographer. Simon met Ronan O'Rahilly at the Scene Club. Ronan told him he was starting a floating radio station and asked if Simon would be interested in a job as a disc jockey. Simon said yes. More than a year later Ronan phoned and confirmed the offer.



DOUG KERR

Dark-haired and brown-eyed, Doug Kerr is a 5' 10" Canadian from Stampede City, Calgary, Alberta. When he left Alberta and Utah Universities Doug began his DJ career with the Canadian Broadcasting Company. In 1957 he came to England. There followed seven years of theatre and film work, including a part in 'The Victors', before he joined Caroline.

In his spare hours Doug likes to paint abstracts. He devotes a lot of time to all kinds of music, reading, Chinese food, swimming, tennis and skiing. Doug is unmarried—"A good gal!" he says, "is hard to find".



CARL CONWAY

A well-known television, radio and film actor, Carl has run the gamut of show business. He was born in Ramsgate and is 35. He attended St. Lawrence College and when he left joined a local repertory company. For some years he travelled around England with rep companies acting in plays and revues. Carl then started to appear in television and film advertisements. He graduated into acting in drama and comedy on both the large and small screens. Then came the day he decided to become a disc jockey. A freelance first and then a full-time job aboard MV Caroline.





TOM LODGE

6 ft 1 in. blue-eyed Tom Lodge left England for Virginia, USA when he was 4. At the age of 17 he became a cowboy on an Alberta ranch. After two years he went North as an Arctic explorer. He returned to England via the West Indies and wrote a book about his two years in the Arctic called 'Beyond the Great Slave Lake'. Tom joined CBC as Disc Jockey, and soon after came back to England as a freelance broadcaster, doing documentaries and D.J. shows. Tom's grandfather was one of the inventors of wireless telegraphy

TONY JAY

A friend and disc jockeying colleague of popular Jimmy Savile, 25-year-old Tony Jay is an ex-schoolteacher. He was born in Glanamman, South Wales and was educated at the University of NW Bangor and the London School of Economics. He had his first broadcasting experience when he was in a programme on the BBC Welsh Home Service at the age of 11. When he left college he went to Eastbury School, Barking Essex as a teacher and left after a year to work as a D.J. in a London ballroom. He has also worked up and down the country in clubs and dance halls. He joined Caroline as a D.J. as a result of an audition tape sent to Chris Moore.



GERRY DUNCAN—Programme Producer

Gerry is the man who co-ordinates the records, the disc jockeys, the time checks, commercial spots and keeps an eye on the running of Caroline's programmes. He has an occasional programme of his own on Radio Caroline, listeners may notice his leaning towards jazz. Gerry was born in 1937 in London. After service with the RAF in Germany he became assistant to film director Lewis Gilbert. With Gilbert he worked on 'Light Up the Sky' and 'Sink the Bismark'. After one year in the film world Gerry became an ATV cameraman. Four years passed and he joined Radio Caroline.



JERRY LEIGHTON

It was Carl Conway who suggested that Jerry should become a Caroline disc jockey. As a result of this advice Jerry found yet another outlet for his many talents.

Born in London in 1936, Jerry was taken to Canada as a child and lived in Vancouver. He studied in the University of British Columbia and returned to England in 1955. He became a comedian, compère and singer. He left the stage to concentrate on writing comedy scripts for some of the country's top comedians. In his spare time on board ship Jerry continues script writing, but now he puts aside some of the lines for his own use.



When you hear a girl announcing . . . "This is Caroline, your all-day music station . . ."

The voice belongs to **JENNY CONWAY** or **MARILYN RICKARD**.

JENNY CONWAY is 19 and was born in South-sea. She is the daughter of a naval officer and spent most of her childhood abroad. She went into show business as a singer when she was 16. Since then she has played in a variety of roles. Last year she appeared in the Dora Bryan hit musical 'Gentlemen Prefer Blondes' and in 'The Cliff Richard Show' in Blackpool. Lately she has been concentrating on sound commercials and documentary 'voice overs'.

MARILYN RICKARD is a blonde, grey-eyed photographic model, and was born in Tunbridge Wells 22 years ago. She went to school in Hove, Sussex, left at 16, did a secretarial course and headed for the South of France. She worked in Monte Carlo, as a bi-lingual secretary for Aristotle Onassis, the Greek ship builder among others. Marilyn returned to England three years ago and took up a career as a photographic model. Now very successful she says: "an ice-cream advertisement made me".



THIS IS ONE OF THE
CAROLINE 'T'-SHIRTS
OF PEOPLE HAVE BEEN
RADIO CAROLINE
WOULD LIKE DETAILS
OBTAIN ONE PLEASE

DESIGNS OF THE
THAT THOUSANDS
WEARING SINCE
STARTED. IF YOU
HOW YOU CAN
WRITE TO US.

THE CAROLINE CLUB, RADIO CAROLINE, LONDON, W.1.

RADIO CAROLINE



The Crews

Each ship has a crew of ten seamen, with two and sometimes three radio engineers. There are at least three disc jockeys aboard at any one time. One would imagine that the crew of a ship which doesn't move would have an easy time. But there is little spare time for the crew. Maintenance of the ships is of the utmost importance, particularly when the weather is likely to be bad.

The disc jockeys spend their hours away from the microphones planning their programmes. Although stationary, MV Caroline is a hive of industry. The normal duty period is two weeks on, one week off.



Caroline in the North

MV (merchant vessel) Caroline is 763 tons and used to be a passenger ship serving the Danish islands. Her length is 188 feet and she is capable of 14 knots. MV Caroline is in very good shape and although her engines are not used very frequently she could have many more active years of normal seagoing service.

Caroline in the South

Caroline in the South was formerly known as the Mi Amigo and was the ship used by the Swedish station Radio Nord until 1962. She is 470 tons, 140 feet in length and is capable of 8 knots. A sturdy ship, she has made the Transatlantic trip four times in the past year.

The anchors

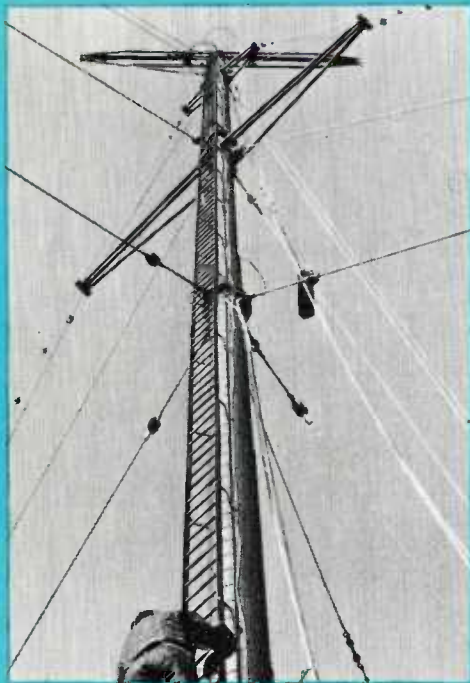
Both ships were fitted out for broadcasting in the Southern Irish port of Greenore. They were also equipped with very important and unusual pieces of equipment—heavy anchors. These anchors are effective in keeping the ships steady in bad weather. An important use is to stop the stylus from slipping across the records during a storm.

Servicing

Tender boats travel to the ships two or three times a week supplying them with food, fuel and other living necessities. It also transports the crew and the engineers to and from shore after their spells of duty.

Travelling to and from the ships

It is a very involved process travelling to and from the Carolines. This is because everyone and everything carried out and brought ashore is officially leaving and re-entering the country. Every time tender boats go out to the ships the paperwork has to be organised. This includes passing through HM Customs and Excise, HM Waterguard, HM Immigration, the Special Branch of the CID; also involved are British Railways, Trinity House, The Board of Trade, The Ministry of Transport, The Port of Health Authority, and the local Harbour Board! This is why at present no private trips to the boat can possibly be organised.



The Broadcasting Equipment

Both Carolines are fitted out as completely self-contained broadcasting units. An enormous amount of time and planning went into the selection of the equipment. We are very proud of the fact that the broadcasting equipment which has been installed on the ships is the best obtainable.

Mr. Arthur Carrington headed the installation team on the northern ship. He was also responsible for Britain's first aerial and first undersea television transmissions. He has worked for the BBC and for the British Government on radar. Mr. A. N. Thomas headed the team who installed southern Caroline's equipment. He was formerly with the BBC.

The equipment on both ships is similar. So that we don't get too involved with technical details here is a brief rundown of the equipment on the **Caroline Ship in the North**:

The Generators

There are two generating sets, each capable of delivering 80 kilowatts at 220 volts (3 phase). A control panel regulates the voltage with a complicated switch gear.

Transmitters

The two transmitters can each transmit 10 kilowatts. With a combining unit a total of 20 kilowatts can be obtained.

The aerial

The aerial or antenna on the northern Radio Caroline is unique in that it consists of a folded dipole of which the mast is one leg and a sausage aerial the other. It is 168 feet above deck level (Southern Caroline's is 157 feet high). The aerial was designed and manufactured in Southampton and rigged in Cowes in the Isle of Wight.

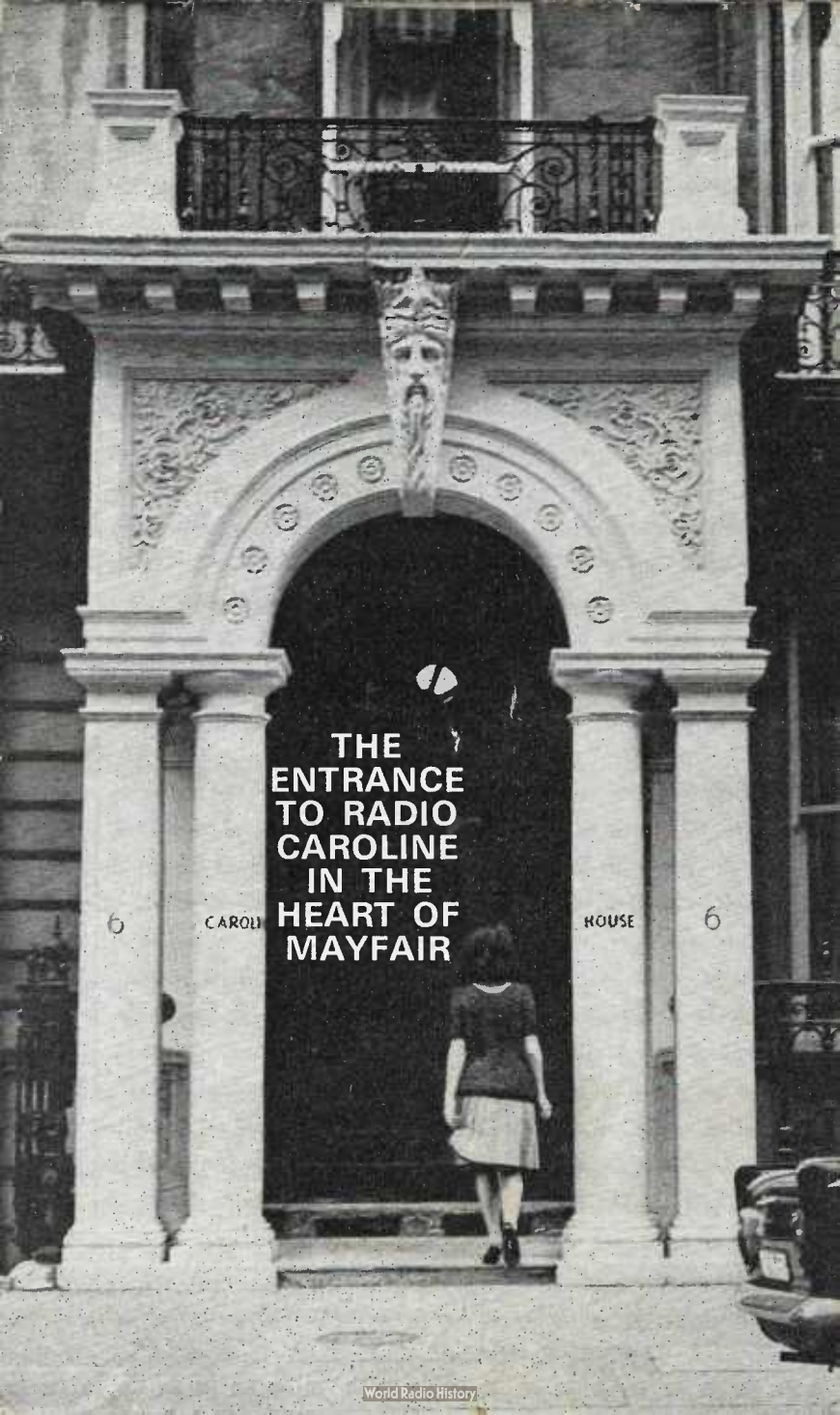


Sound Control Room and Studio

The completely self-contained sound control room of Radio Caroline contains three Ampex tape machines. There are two transcription turntables (as the radio engineers call their complicated gramophone turntables). In this room sits the radio engineer who controls the music which is transmitted from Radio Caroline. The sound control room is connected to a studio where the disc jockey sits. He signals his 'cues' to the engineers through the interconnecting window, and the music is transmitted.



Written by David Block
Designed by Michael Hudson
Printed by Drydens Printers



**THE
ENTRANCE
TO RADIO
CAROLINE
IN THE
HEART OF
MAYFAIR**

6

CAROLINE

HOUSE

6