

THE 270 SET





RADIO 270

the North's first commercial radio. Heard it yet? It's not just a station, it's a sensation. All over the North, and Midlands and even overseas—it's hit them in Holland like a hole in the sea wall.

And it's GOT SOMETHING FOR EVERYONE. Up to the minute news bulletins and weather reports, competitions, sports reports and more music, more often.

Tune in now to 18½ hours a day—6.30 a.m. to 1 a.m.—throughout the industrial North and Midlands, serving an audience of 15 million.

Apply now for a rate card and full particulars of our advertising terms. You'll be surprised how little it costs to increase your business turnover. Others have proved the success of RADIO 270 advertising—why not you?

Are you arranging a special function? Barbecue? Swinging Beat Party? Dinner Dance? Then advertise your special "Date" on RADIO 270 at very little cost with big results. Don't delay—write or phone today: RADIO 270, ADVERTISING SALES, ALBEMARLE CHAMBERS, ALBEMARLE CRESCENT, SCARBOROUGH.

Phone: Scarborough 63645.



RADIO 270



Wilf Proudfoot

Managing Director of Radio 270. A former Member of Parliament for Cleveland, he is the owner of a chain of supermarkets which he has built up from one small shop. An adventurous man, with a dynamic personality, Wilf Proudfoot is against monopolies, and believes firmly in personal freedom of choice.



Leonard Dale

A.I.E.E., M.Am.I.E.E.E.

Chairman of Radio 270. Started work with 11s. 8d., now Managing Director and Chairman of Dale Group of Companies, thriving electrical concern exporting British made goods to the world. Leonard Dale, a keen advocate of free enterprise, believes competitive, commercial radio to be a natural and necessary part of Twentieth Century living.

It was in November, 1965, that a group of Northern businessmen got together—the purpose, to set up an off-shore commercial radio station. These hard-headed businessmen believed that the people of the Midlands and North were entitled to competitive, commercial radio common in other democratic countries.

After six months of intensive planning and preparation, the Company had purchased and converted the Dutch lugger “Oceaan 7” into a floating Radio Ship; had engaged the services of experienced commercial radio personnel to set up and operate the station. Research showed that the public wanted popular music . . . 270 took this as their basic policy and adapted the famous Top 40 format for Britain. This format, the most successful in all countries supporting commercial radio, is based on the top selling records of the day—hourly news bulletins, sports flashes and weather and community announcements.

Response from listeners and advertisers alike to Radio 270 has more than proved that commercial radio has a vital and important role to play in Britain, a role that can be increased if the station is allowed a licence to operate on land.

The foresight displayed by the men behind Radio 270 is now apparent. The public want commercial radio—and Radio 270 is here to give them just that.

History of the Ship



Launched in 1939, a year after s.s. "Queen Elizabeth," "OCEAAN 7" (that's the Dutch spelling) spent her first year fishing, the job for which she was originally designed. War came, she was captured by the Nazis—we don't know her wartime adventures, but when demobbed she went back to her old occupation.

In 1965 Radio 270 searching for a suitable ship discovered "OCEAAN 7." Built to sail the North Sea . . . she was ideal!

After a complete face lift from stem to stern and the installation of the latest equipment she emerged as a fully fledged Radio Ship, now flying the Honduran flag and registered in Puerto Cortes. She sailed into the North Sea, anchored four miles off the English Coast at Scarborough and on June 16th, 1966, began transmitting commercial radio to the people of the British Isles.

TECHNICAL DATA.

"OCEAAN 7" is 139ft. long, 22ft. wide, weighs 160 tons, mast is 154ft. above sea level, she has a water distillery unit, the galley has every modern appliance, the aerial is of the vertical birdcage construction, all modern navigational and life-saving aids are aboard, including radar and radio telephone; the transmitter is 10 kilowatts, manufactured by R.C.A. Under the wheelhouse is the main 4 cylinder, 240 h.p. propulsion engine, which is run every evening after 270 ends transmission, to ensure the ship is capable of sailing under her own steam to any destination. The two 40 h.p. auxiliaries are used to drive air compressors, start engines, for pumps and fire-fighting equipment (if necessary), and if needed the emergency 5 kilowatt generator. Aft of this is the main generating room housing two 50 K.V.A. Dale Marine Generating plants which supply all electricity. In addition to the 6,000 gallon tank there are two 650 gallon tanks for the storage of diesel oil. In all there is over 1,200 feet of piping and over a mile of electrical wiring.

THE CREW.

"OCEAAN 7" is commanded alternately by two captains, on a month on, month off basis. The highly skilled crew and technical staff work on a fortnightly roster.



The Studio

There are two modern studios aboard "Ocean 7." Pictured is the main operational studio. This is equipped with tape decks, and cassette machines. The record turntables are set in specially designed gimbals, so no matter how strong the seas, 270's sound is not affected. The studios are completely sound-proofed and air-conditioned. From here the 270 d.j.'s spin out the station's Top 40 format from 6.30 in the morning till 1 a.m. each day. The "on air" studio is completely self-contained, the d.j. on duty handling his own equipment. The current 270 Playlist of discs, comprising 100 of the latest releases, Solid Gold Sounds and top albums is within easy reach of the d.j. who selects his own show from these records, which are revised daily.

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The Newsroom

News is a vital part of 270's service. Here in the newsroom (opposite) the hourly news bulletins are compiled. Members of the 270 News Staff are on duty 18 hours a day, compiling up-to-the-minute news from home and abroad. News is received from the World's top news agencies and is then edited and written for broadcast on the hour. 270 Sports Service, is unique in this country. Sports results in short, sharp capsule form being broadcast as they come to hand, by the news staff.

LIFE AFLOAT

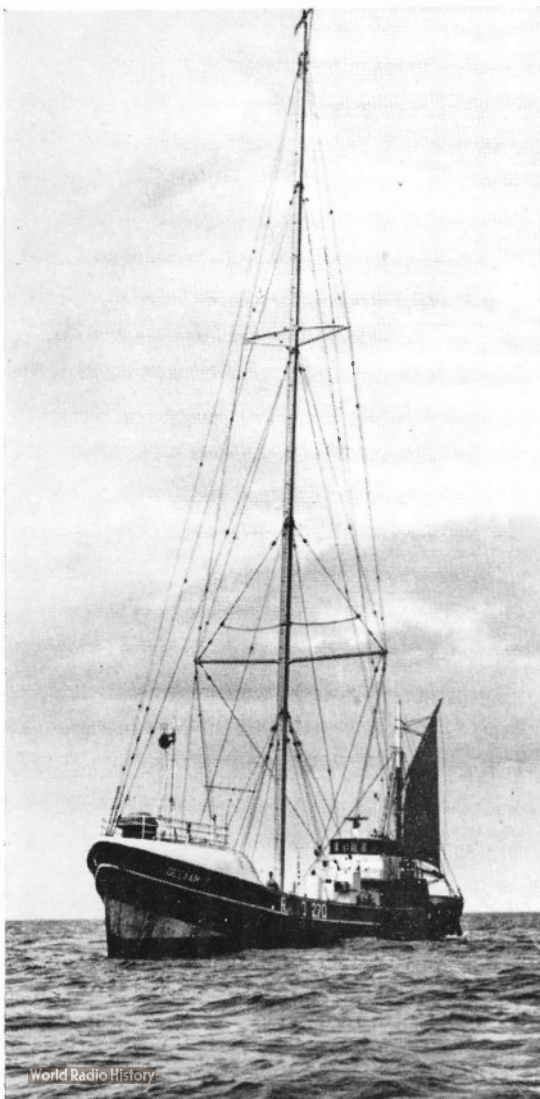


Life aboard "OCEAAN 7" is different yes—but all the mod-cons and comforts of home keep the 270 men happy in their two weeks stint. Just take a look at a typical lunch prepared by the 270 chef:

Choice of Fruit Juices.
Mushroom or Onion Soup.
Roast Lamb or Chicken
(with baked potatoes and
vegetables). Apple Crois-
sant with cream or ice
cream. Tea/coffee.
Understandably, no signs of
malnutrition on board.

In their spare time the boys have a choice of a wide variety of activities. They sleep, fish, sleep, weather permitting they swim, sunbathe or sleep. They play darts, hand-ball, deck tennis—or read and watch television. Answering fan-mail is one big time-consuming task for the d.j.'s.

A daily tender vessel from Scarborough keeps the boys in touch with the world outside, bringing out books, magazines, newspapers, personal mail and, of course, supplies and provisions for 270





on shore

OR: WORKING IN THE LETTER MINES

Struggle through the mail jungle and you find the offices and staff of Radio 270. Here staff are desperately trying to sort and reply to the thousands of letters received by the station weekly.

From these offices the shore-based operations of 270 are organised. In charge of staff handling mail from the public is 26 years old Margaret Lucas, from that famous Wigan Pier, who also handles Press and P.R. work. Margaret's not getting too much sleep lately, she keeps having this nightmare where she's buried alive in mail. Imported all the way from Wagga Wagga is Carole Miller, Programme Assistant in charge of Programme Department and library and also responsible for liaison between ship and shore for d.j.'s. Last seen, Carole, with compass in hand, was searching through the mail for Margaret and the telephone.

Besides the immense task of handling mail and normal office routine, the shore staff arrange for all stores and provisions for the station to be taken out; attend to all enquiries from the public and at the moment are in the midst of organising 270's Fight For Free Radio.

Now, from these offices the 270 Set will also be run and organised and the staff will be happy to answer any questions you may have about the Set or the Station.



Programme Director

Noel Miller, 23 year old Australian, is in charge of actual operations on 270, and also does the "Neddy Noel" Show.

Noel spent 5 years as a d.j. on the top stations in Australian commercial radio, before setting out to see the world.

Favourite artists are: Beatles, Frank Sinatra, Dusty Springfield and Elvis. Likes: Making his own bad home movies, and sleeping, but hates: rain and French trains.

Noel is just on 6ft, has blond hair and brown eyes.



Studio Manager

Hal Yorke, 25 year old Yorkshireman, is second in command on 270. Hal's career began in the theatre, he then freelanced with B.B.C. radio and television before joining 270.

Favourite artists: Beatles, Kinks, Frank Sinatra. Hal likes:- Astronomy and is a keen amateur photographer. Hates: Sweet tea above all things. Hal is a fair-haired six footer with blue eyes.



DENNIS STRANEY: Another Australian on board 270. Dennis, 25, has had many years experience in top Australian commercial stations, also worked on Radio City. Now does Dennis "The Menace" Show. Favourite artists: Elvis Presley, Dionne Warwick, Rolling Stones. Dennis likes: Sport, and food. Hates: Insincerity. Dennis is 6 ft. Has brown eyes and black hair.



PETER BOWMAN: Born in Carlisle, 22 years old. Peter worked in Border T.V., ballrooms and on Radio Scotland, before coming to 270 to do the "Boots" Bowman Show.

Favourite artists: Beatles, Hollies, Peggy Lee. Peter likes: Fast cars and curry. Hates: Cold custard and hob-nail socks. Peter is 5ft. 6in. in his hob-nail boots. Has black hair, brown eyes.



PAUL BURNETT: From County Durham, Paul, aged 23, spent two years with the Forces Broadcasting Network in Aden, then did ballroom work back home in England. Now he does Paul Burnett Breakfast Show on 270.

Favourite artists: Beatles, Lovin' Spoonful, Nancy Sinatra. Likes: Has a secret fondness for brass bedsteads and hats. Hates: Smoked mackerel.

Paul is 5ft. 7in. Has fair hair and blue eyes.



ALEX DEE: Birmingham born, 22 years of age. Alex spent two years at drama school, then gave up acting to join Radio City, where he worked for a year prior to joining the 270 men.

Favourite artists: Elvis Presley, Beatles. Alex likes: Girls, good or bad food and beer. Hates: Dirty feet.

Alex is 6ft. Has red hair and brown eyes.



LEON TIPLER: From Kidderminster, 23 years old. Leon joined 270 with no previous commercial experience, but his natural talent and tremendous enthusiasm have quickly made up for this. Favourite artists: Francoise Hardy, Beatles, Beach Boys. Leon likes: Travelling in trams. Hates: Television and polka dots.

Leon is 5ft. 10in. Has hazel eyes, brown hair.



ANDY KIRK: Andy is 270's youngest d.j. at 19. Andy, from Leeds, formed his own folk group at 16, and worked on radio in Leeds before signing on with the 270 Men.

Favourite artists: Sandie Shaw, Bob Dylan, Beatles. Likes: Bridget Bardot, and lots of gravy. Hates: Snakes. Andy is 6ft. Has brown hair, and eyes to match.



ROGER KEENE: 24 years old, born in Whipsnade, out not inside the Zoo. Worked as a Press Officer, then Road Manager for Jet Harris before joining K.I.N.G. Radio. Next stop Radio 390, before coming to 270. Favourite artists: Bob Dylan, Rolling Stones, Caroline Hester. Roger likes: The sea; hot, sweet coffee and toothpaste. Hates: Railway porters who give you the wrong platform number. Roger is 6ft. 1in. Has dark brown hair and greeny-brown eyes.

FIGHT FOR FREE RADIO IN BRITAIN

Off shore commercial radio is now too strongly entrenched and popularly supported to be treated lightly.

At a time when the audience of the commercial stations together is larger than the audience of the B.B.C. Light and Home Programmes combined, the Government seeks to ban off shore commercial radio, leaving Britain, alone, the only democratic country in the world to tolerate a monopoly of broadcasting.

There is nothing new in the hostility of officialdom to commercial broadcasting—it is simply the reflex action of Established Interests to adventurous competition.

The success and popularity of off shore commercial radio is dependant entirely on the goodwill of the public. But the Government's proposed Bill to ban commercial stations (with no provision for a real substitute) clearly shows the Government's disregard for the public, and the extremely one-sided viewpoint brought about by pressures and false arguments from the existing monopoly.

The case for licensing commercial radio rests on the very demonstrable fact that an impressive majority of the people want the entertainment it brings.

Radio 270 does not want a monopoly for itself—but we do claim the right to broadcast competitively, side by side with the B.B.C. to the British public.

It is you, the public, who should have the final say!

If you believe in Freedom of Speech, then you must join in the Fight For Free Radio in Britain: Write to your Member of Parliament, House of Commons, London . . . and make your opinion count.



270 Shows

6.30 a.m.

LEON TIPLER
BREAKFAST SHOW

PAUL BURNETT
BREAKFAST SHOW

9.00 a.m.

DENNIS THE MENACE
SHOW

ROGER KEENE SHOW

12.00 noon.

NEDDY NOEL SHOW
BOOTS BOWMAN SHOW

2.00 p.m.

DENNIS THE MENACE
SHOW

ROGER KEENE SHOW

4.00 p.m.

NEDDY NOEL SHOW
BOOTS BOWMAN SHOW

7.00 p.m.

HAL YORKE SHOW
PAUL BURNETT SHOW

9.00 p.m.

ANDY KIRK SHOW
ALEX DFE SHOW

12.00.

THE MIDNIGHT HOUR

1.00 a.m.

END TRANSMISSION