

Radio Radio 2



It's not what you play that matters; it's the prizes that you offer that win the game.

Or so goes the logic behind a fight to the death currently raging between Auckland's two "youth" radio stations. Unfortunately, the only one's dying so far are the bored listeners.

Rip It Up's October issue reported on the goings-on around Auckland radio stations during September: Barry Jenkin sacked by Hauraki — cause: "falling ratings"; Barry Jenkin taken on by rival 1ZM; Hauraki's Fred Botica joins ZM too; ZM launch a campaign — master-minded by some swank American "specialist" — to shake Hauraki by the roots; principally due to BJ's popularity, things looked good for ZM.

An update on the situation is souring. Both stations are mercilessly and unashamedly buying their audiences.

1ZM is paying \$50 to passers-by who cite 1251 ZM as their radio station. They've also been asking people to identify album tracks, make "the switch" and join in "the great snatch". Not for nothing either.

Radio Hauraki's promotion has included

double page advertisements in the dailies for its \$25,000 car competition as well as the tried and true "Radio H is my favourite radio station" telephone answer.

Worse still is the meat in the sandwich, which — not to stretch the metaphor too far — is positively fly-blown.

Radio Hauraki has stayed true to form, that is cruising along with middle stream music in most time slots. Barry Jenkin has been replaced by John Hood from Radio Windy and, although he couldn't hold a candle to the BJ shows of old, Hood is at least putting his toe in the water.

Which is more than can be said for ZM. Record companies whinge that for three weeks in November, not a single new track was added to the ZM playlist. A listeners' survey purported to have been undertaken by ZM, augured no better. Included for rating were such pterodactyls as Matt Munro's "Born Free" and Pink Floyd's "Money"; the average age of the tracks listed looked to be around two months.

As one record company man was heard to say, "If every radio station was like ZM, there wouldn't be any new releases."

The latest McNair survey covers the month following Barry Jenkin's departure from Radio Hauraki. ZM's jump to 29.7 per cent of the total audience between 7 and 12pm gives the lie to Radio Hauraki's claims concerning the audience for Barry Jenkin's slot.

Anyway, in a game like this one, figures are arbitrary. What they play is what really matters. Not the number of commercials on the air, the t-shirts, albums or Dino Ferraris, or the catchy slogans either. Anyway, the only switch that means anything now is the one that turns the damned thing off.

Louise Chunn

GRAHAM PARKER, FROM PAGE 1

and other things, and then get back on the road, with new energy, as opposed to us doing a record and then going straight out again."

AUCKLAND, NOV 26.

The Auckland show was one of those classic 'going home' gigs. All stops out with the knowledge that you don't have to conserve your energy for the next night. The end of a tour, and the chance to let off some steam.

Picture This drew a smattering of applause for their fair-to-middling covers of Police, Blondie, Costello, etc. Their main asset is a lady singer with a nice line in leather trousers.

One of their own compositions "Number One", showed a hint of something that should be given greater attention if they're to graduate into the major leagues.

That hideous crumbling edifice, that's the Auckland Town Hall has probably seen its last rock concert. The end could not have come on a higher note. There was no doubt who were the winners that night. GP and R hit the stage

doing 150 kph and it took little time for the audience to catch up.

Sans horns, you can better appreciate the power of the Rumour in full flight, albeit through a rather soggy mix, which robbed Schwarz and Belmont of the opportunity to knock a few heads off.

The show now centres on *Squeezing Out Sparks*, and it's a tribute to the songwriting genius of GP that old warhorses like "Hold Back the Night" and "Heat in Harlem" can be dropped with impunity and the crowd calls for newer numbers like "Protection".

Parker stalks the stage winning friends and influencing people, pouring it all out. Six feet of charisma in a five-foot body. The two new songs, "Women in Charge" and "Empty Lives" (dedicated to Robbie), indicate the next album will probably be even more intense than *Squeezing Out*.

GP and R are a living testimony to all that is positive, potent and perceptive in rock'n'roll. Like the man's T-shirt said, "F**ck art, let's dance".

Duncan Campbell

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