

# DOUBLE J ROCKS THE AIRWAVES

SYDNEY: The ABC's radio station 2JJ, has grabbed 5.4 per cent of the local audience after two months' operation.

Latest ratings show Double-J Rock has captured 17 per cent of the 18-24 age-group.

Biggest loser were 2SM and 2CH which lost 2.3 per cent.

Clear leader in the battle for radio waves is 2UE with 19.3 per cent of Sydney's listenership.

2JJ has shown the critics it is a force to be reckoned with.

What is all the more remarkable is that 2JJ cannot be heard in some parts of the capital.

The station broadcasts from an emergency ABC unit near Liverpool.

2JJ has also caused controversy since it began broadcasting on January 11.

A discussion on teenage sexual activities has caused a headache for the ABC's general manager, Mr. Keith Mackell.

Mr. Mackeriell said last week "considerable difficulties" had surrounded the station's opening.

Commercial stations have called for 2JJ to be banned because it has "breached community standards."

2SM has been one of the radio stations most affected - they



Marius Webb and Ron Moss, 2JJ's co-ordinators - hardly a typical example of Australian Broadcasting Commission executives.

## Catholic critics condemn 'breach of standards'

also appeal to basically the same audience.

Radio 2SM is owned by the Catholic Church (SM stands for St. Mary).

The Communications Centre of the Sydney Catholic Diocese has reprinted an editorial which appeared in the influential trade magazine, B and T. Weekly, severely criticising Double-J Rock.

The magazine said 2JJ should be banned

or the people responsible for its "lapses" removed.

2JJ's co-ordinators, Ron Moss and Marius Webb, said they couldn't understand the fuss. They said it was commercial radio stations that were making the storm, not the public.

Webb said: "All that's happened is that we've created a new market with music that none of the other stations are playing."

He added: "And the standards they're talking about - how do you define standards?"

Moss said: "They can try what they like. They can get us fired, get dee jays fired, but they won't get the station to disappear."

Both said the audiences were delighted with Double-Jay, and that's what mattered.

Moss added: "We won't be ploughed

under by this kind of stodginess."

Media Minister, Senator McLelland, has given a boost to 2JJ.

He has asked the Broadcasting Control Board and the PMG to increase the power which will add thousands to the growing Double-J audience.

Senator McLelland's support of 2JJ is proof that Ron Moss' T Shirt slogan is true - "Not Fragile" is the caption.

Commercial stations are upset because 2JJ is not bound by the code of the Federation Of Commercial Broadcasters.

The code dictates what is acceptable by the community. It is virtually self-imposed by commercial stations.

Marius Webb: "The rating figures are very encouraging. It shows we are the third most popular station with the under-30 audience, which is the group we are aiming at."

"I'm sure our audience is still growing and we would have a big jump if we could overcome the eastern suburbs reception problem."

Marius said 2JJ would ideally like to broadcast on FM and AM bands.

The advent of Double-J has given commercial stations big problems, but the industry agrees 2JJ has greatly improved the competition.

# RATINGS SHOW 2JJ UP AND AWAY

IF EVERYONE at 2JJ is smiling this week, it's likely that George Wayne is smiling widest.

In spite of transmission problems, the station made good gains in all programs in the latest ratings survey still dribbling out.

Biggest 2JJ audience increase was won in drive time by Wayne who used to work at 2SM, but good gains were also made by Holger Brockman and Chris Winter at night and by Mac Cocker in the afternoons.

Alan McGirvan (breakfast) and Bob Hudson (mornings) had smaller gains.

McGirvan came in fractionally ahead of

survey is unquestionably the loss of listeners by John Laws (2UW). Although details are still not clear, it is obvious he lost a big slice of his audience, but all 2UW announcers lost some listeners.

2UE's Steve Liebmann has followed Bob Rogers and Gary O'Callaghan in

in his time slot — early afternoons — but later in the day Peter Bosly and Peter Smith were less successful.

Smith's figures were bad, but 2UE never rates well at night.

In the mornings, 2KY's John Burlis and 2BL's John West and Pat Lovell increased their audiences slightly.



George Wayne

## 2BL opening rushed

### Rock station's threat

# Radio heavies hit 2JJ

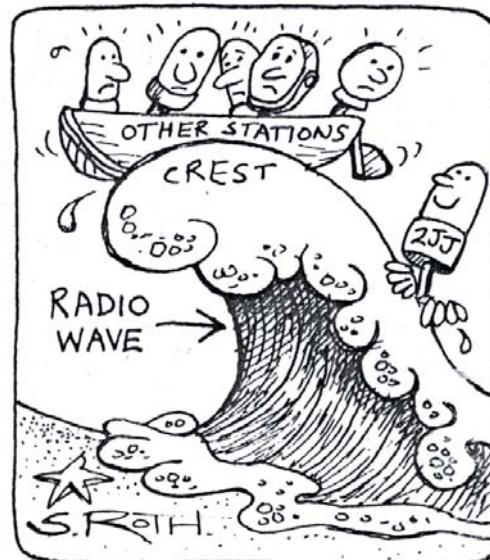
By C. M. EVANS

SYDNEY'S new rock radio station, 2JJ, is predictably coming under fire from those pillars of righteousness whose understanding of the "public interest" is uniquely attuned to the highly sensitive financial zones of the commercial broadcasting industry.

The advent in January of Double Jay, as their dee-jays call it, has shattered the complacency of the commercial broadcasters. Suddenly here was some competition from an unexpected quarter; the ABC had in the past adopted a more than supine role in its radio operation and the commercials regarded their total control of the mass audience as a right.

The advertising dollar was comfortably divided between the major stations. But disturbance of the status quo — such as by 2JJ — could mean that advertisers will be more discreet in their selection of media. In the resultant panic the advocates of free enterprise quickly forgot about the wondrous benefits supposedly bestowed on our society

### THE MEDIA



This line of argument was followed up by the editor of R&T. In an editorial on

to other duties."

Ten days later, on march 20, despite the lack of any

part of a nationwide plot to deprive commercial — ie. responsible — broadcasters of their livelihood.

Two days later, another apostle of enlightenment and tolerance, David McNicoll, writing in the *Bulletin*, launched a blistering attack on 2JJ. Again a lot of the facts were wrong as he apparently hadn't heard the program when it went to air (it was broadcast in the morning, not the afternoon as quoted by McNicoll). But some kind soul had obviously gone to the trouble to provide McNicoll with enough material from *The ins and outs of love* for him to quote large slabs of the most likely to offend bits while maintaining a posture of holy righteousness. A month after the program had gone to air, public reaction was still nil and yet the attacks on 2JJ continue unabated.

The *Age* was back on the attack again last week. It seems odd that a paper based in Melbourne should spend so much of its time attacking a station based in Sydney. But

# ROCK CONCERT 'FILTH' UPROAR



By MERVYN JONES  
**DEPICTIONS of sexual depravity and shouted obscenities shocked hundreds at a pop concert in Liverpool.**

Claiming this today, the Deputy Mayor, Alderman W. Sadler, added: "Women clapped their hands over their ears and carried young children away while these animals carried on with unimaginable filth."

He was defending Liverpool City Council's ban on ABC's rock radio station 2JJ from sponsoring future concerts on council property.

But the co-ordinator of Station 2JJ, Mr Ron Moss, scoffed at the criticism. "Everyone seemed to be enjoying themselves," he said.

Ald Sadler said: "This garbage will never again be allowed in Liverpool."

"The council intends to protest in the strongest possible terms to the Minister for the Media, Senator McClelland."

Left: Ron Moss . . . 2JJ radio co-ordinator.

## **COUNCIL BANS ABC POP SHOW**

Ald Sadler said the concert had been widely advertised and attracted about 1,800 people on a Sunday afternoon.

Almost two-thirds of the audience were children aged between seven and 10 years.

"Every alderman's telephone has been running hot with hysterical calls since this concert," he said.

Reports indicated the first portion of the entertainment had consisted of good, popular music.

"But it deteriorated later in the afternoon into the most appalling obscenities the city has ever seen," he said.

"Every form of sexual depravity was depicted in acts which were just blatant filth.

"So far as we are concerned, these people are absolute garbage and we hold the promoters of the concert responsible for them."

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### STARS

