

Dear Sir, or Madam,

Thank you for answering our advertisement, and welcome to a Movement where people from all walks of life are able to join in something they believe in, namely, Commercial Radio.

First we must be grateful to the Pirate Commercial Radio Stations who were the Pioneers of Commercial Radio in Great Britain, who without any doubt fulfilled their task. It was not until the Pirates came that the British Public knew what Free Radio was, and it was not until they had gone that we fully realized that they had completely altered our old-fashioned listening habits; more so, they made the B. B. C. alter its habits.

But the Pirates had to go said the then Post Master General (Mr. Short). So it's back to square one. But not quite, for the Pirates left a living memory behind; this was entertainment that the British Public had never experienced before and are not likely to forget for a long, long time.

With the passing of the Pirates we were left with a greater urge for Commercial Radio, but this time it must be legal, and on land and must be operated by an independent body and NOT the B. B. C. This is something that has to come and we must not be denied our rights.

As a substitute for the Pirates, the P. M. G., with the B. B. C., introduced Radio One with pirate Disc Jockeys to sway the listeners over to the so-called new programme that was the old Light Programme (new name—same station), but after the B. B. C. had used the Disc Jockeys they did not renew some of their contracts. Then another bright idea the P. M. G. had, was local Radio stations. (B. B. C.). This is something else that did not pay off, so the listening public have to foot the bills from local rates. Actually, the public is paying twice for the same service (i.e. licence & rates) because for the best part of the day your local Radio Station is just a relay station for other B. B. C. radio services. Most local stations give only on average 4½ hours of local entertainment a day. This is public money being wasted where it could be put to better use, such as little extras for our old folk; BUT a censurable suggestion such as this would be out of the question.

There are companies already formed just waiting for a licence to put Commercial Radio Stations on the air in Great Britain, and business men waiting to advertise all at no expense to you the listener. But the attitude of our Governments so far has been if the public wants an extra service it must PAY for it.

We the N. C. R. M. will do our utmost to alter this mean attitude of the present Government and we shall ask for

the present policy on Broadcasting to be revised, and amended so as to make provision for Commercial Radio, operated by an Independent body.

Technicians

The coming of Commercial Radio would create more employment for the technician who would then have an alternative source of employment, whereas at the moment he is restricted to only one outlet; also there would be more Technicians required to fill the positions created by this new medium.

Performers & Disc Jockeys

Would have a whole range of commercial Radio Stations, giving them the biggest outlet the Entertainment Business in Britain has ever known; this would also give unknown groups and artists the opportunity to exercise their energies.

Chancellor of the Exchequer

Will of course gain through extra revenue from artists, and through advertising, so you can see there is no ending to the advantages to be gained through this new medium.

Note to Readers

Some readers of this pamphlet may have come to the conclusion that we are biased to the B.B.C.; we are sorry if you have been misled, as this would be to the contrary, as our only ultimate aim is to obtain an alternative Radio Service to the B.B.C., (namely Commercial Radio) and that the B.B.C. should not have the monopoly of the air.

Membership

We have a small Membership Subscription of 7/6d, yearly, = 1³/₄d, per week; we think this a reasonable amount, when taking into consideration that the average Trade Union fee is 2/- per week = £5-4-0, per year, or if you were a member of a Political Organisation it would cost you more, and yet we are all representatives of the public. You may be asking yourselves how can the N.C.R.M., be a first-class efficient Movement and yet operate on such a small margin of income. Well, let me explain; firstly, we do not pay any of our Executive Committee or any other person a Salary, WHY - because they believe in the cause, and like all our members they also pay a Membership Subscription.

Secondly, the N.C.R.M. is not here to make a profit from Public Sympathy and to make sure this never occurs we have invited two London Evening newspapers to inspect the N.C.R.M. accounts. These newspapers are the "Evening News" and "Evening Standard". How much fairer can we be? We pledge ourselves to the cause for Commercial Radio and as an enthusiastic supporter of Commercial Radio in the past, we hope we can look forward to your support for Commercial Radio for the future.

To become a member simply complete the application form on the reverse side of this literature enclosing your Subscription and a self addressed envelope. Mail it to the address on the Membership Application Form.

In return you will be sent a Membership Card and a little later a metal pin-on N.C.R.M. badge, and you will be kept fully informed by regular newsletters.

Frederick C. Hasler,

Chairman N.C.R.M.

COMMERCE

ANY TRANSACTION BETWEEN
THE N.C.R.M. AND COMMERCE
WILL REMAIN CONFIDENTIAL.

NNATIONAL
**HONESTY**
CCOMMERCIAL
**FAIR PLAY**
RRADIO
**ACTION**
MMOVEMENT