

# RADIO BORDERS NEWS

LAUNCH EDITION

JANUARY 1990

## Here it comes — Hear it now

It will go down as a significant date in the Borders — 22nd January 1990 — the day that at long last, the area was to have its own local radio station.

Long identified by the Independent Broadcasting Authority (IBA) as an area that should be served by local radio, 48 other stations opened in Britain (six in Scotland) before the Borders franchise was advertised.

Eisewhere in this special commemorative paper, you will find details of the share-holders of Radio Borders, who all may have different reasons for investing in the station, but certainly share one main aim. That is to ensure that the Central Scottish Borders, Berwick-upon-Tweed and north Northumberland should have a full localised radio service.

Not a part-time station or an add-on to some bigger complex, but a station that would act completely independently for the area it serves and control its own destiny.

As soon as the franchise was awarded in Spring 1989, work began to find suitable premises. Staff were to be appointed and extensive training undertaken. The many strands that combine to make a

radio station work had to be pulled together.

### INFORM AND ENTERTAIN

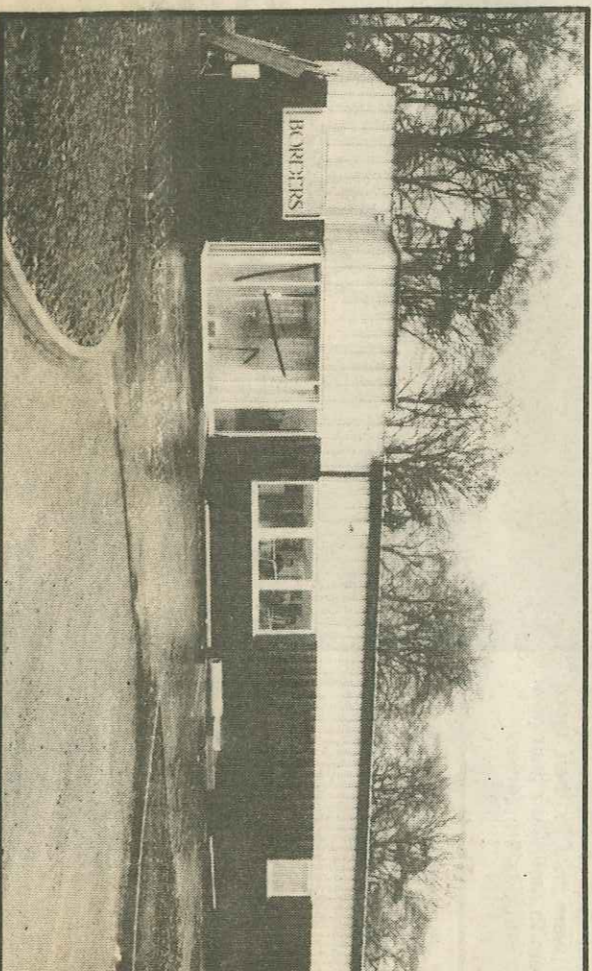
The IBA expect local radio stations to perform the function of "informing and entertaining" and we are confident that the personalities and programmes involved will do just that.

There is now an opportunity to find out a lot more about your own area and to learn more about events in other parts of the area.

But to do this, we need your help. We need you to keep us informed, if there is a planned event, publicise it on Radio Borders by letting us know in writing with plenty notice.

If you are aware of a story — tell us about it.

This is your radio station. Help us make it a success so that Radio Borders becomes an integral and important part of the community.



Radio Borders' studio building just a few days before completion.

**THE BIG SWITCH ON**  
6 a.m.  
Monday 22nd  
January 1990

- ★ WHERE TO FIND US ON THE DIAL (Page 3)
- ★ THE BERWICK CONNECTION
- ★ WIN A HOLIDAY IN FLORIDA
- ★ MEET THE MANAGER
- ★ 30 RADIOS TO BE WON
- ★ YOUR NEWS CONTACT
- ★ THE COMPLETE RADIO BORDERS STORY
- ★ PROGRAMME SCHEDULE (Centre Pages)

### NEW FROM COUNTRYSIDE . . .

#### SHOWROOMS THAT WILL TAKE YOUR BREATH AWAY OPENING SATURDAY 20TH JANUARY

You will find us in our new Courtyard Studios — a traditional setting for handcrafted, luxury kitchens and bathrooms. Come and see the very latest ideas in kitchens and bathrooms for the 1990's, and see how our professional designers can turn your dreams into reality.

- Full installation service
- No obligation quotations

### Countryside Studios



Allanbank Courtyard, Allanton, Duns, Berwickshire.

(on Duns to Allanton Road)  
TEL: (089 081) 8888

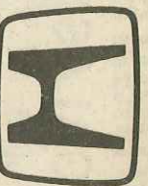
KITCHENS AND BATHROOMS FOR LIFE

### RADIO BORDERS — IN THE BORDERS, FOR THE BORDERS

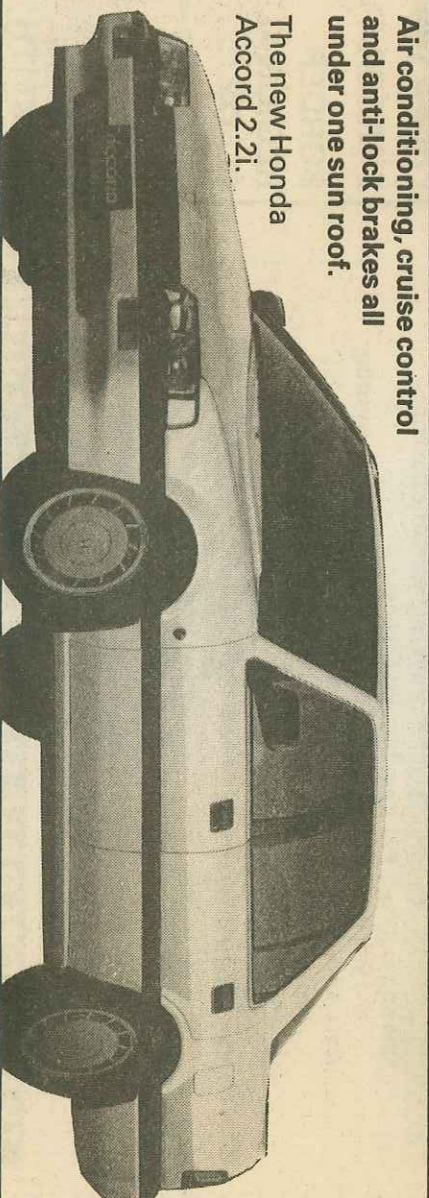
Where to find us on FM (VHF)

103.4	103.1	97.5	96.8
Eyemouth	Peebles	Berwick	Selkirk
MHz 104	103	102	100
	98	96	94
		92	90
			88

**Croall, Bryson**  
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MELROSE



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Air conditioning, cruise control and anti-lock brakes all under one sun roof.

The new Honda Accord 2.2i.