

FIRST EDITION
SUMMER 1996

THE
FASTEST
GROWING
RADIO STATION



100-102 FM

Listener Club

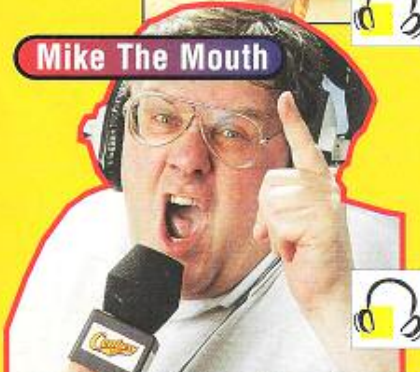
YOUR WINNING NEWSLETTER

INSIDE

Steve Colman



Mike The Mouth



Tony Newman



Winners



PLUS LOADS MORE...TAKE A LOOK AT
YOUR NEWSLETTER! NOW!

Hello, Welcome to our brand new Listener Club

COME AND
MEET YOUR
FAVOURITE
PRESENTERS

Hi! - I'm John Myers, Managing Director of Century Radio: Welcome to the first edition of the Century Radio Listener Club Newsletter.

There is also our first club night out to look forward to, where most of the presenters will be on hand to welcome you. It will be a free night with a buffet, but the drinks are on you!

As a member, you'll find out everything you ever wanted to know about Century Radio - one of the fastest growing radio stations in the country.

You will also hear the news first about your favourite radio station and receive advance notice of any new competitions, all of course with great prizes to be won. But more than this, Century Radio's listener club is for YOU. Tell us what you like (and don't like) about the station by filling in our questionnaire.

Over time, you'll discover more about your favourite presenters, the people who read the news, make the adverts, answer the phones and sell our advertising, in fact eventually, you'll meet everyone connected with Century. This edition has information on Steve Colman, Tony Newman and Motormouth Mike Elliott.



I look forward to hearing from you soon and meeting you at our club meetings or days out. However if you have any queries, please call Joanne, our club manager, who will try and help you get the most from your Century Club.

Very soon, you can also take part in 'exclusive' club competitions and participate in special events, or why not simply join us for a 'Club' night out, meeting the people you hear behind the microphone.

In the meantime, I hope you enjoy your "Club pack" which contains a T-shirt and Century badge, plus pictures of most of our presenters.

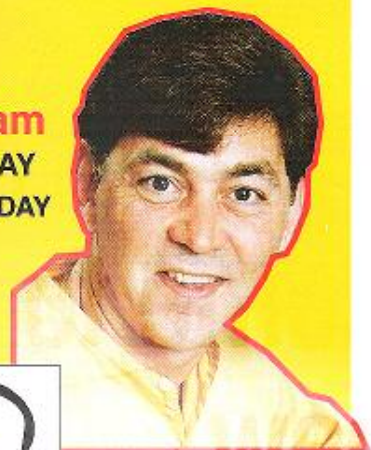
CENTURY RADIO'S LISTENER
CLUB IS FOR YOU!



YOUR WINNING STATION!

your favourite DJs

6-10am
MONDAY
TO FRIDAY



Steve Colman

STEVE COLMAN

Steve is the new presenter of the Century Radio Breakfast Show taking over from John Morgan.

He's already well-known in the region, having worked in the North East for a number of years, but recently he was presenting the Breakfast Show for Great Yorkshire Gold.

Steve's a bit of a T.V. Star too.

Listeners may remember him in "Scavenger Hunt" on a Saturday night and the Children's T.V. show "Knock Knock".

You name it - Steve's done it, from dressing up in pantomimes to hosting live T.V. Shows, but he's at his best on radio and we know you will love his humour.



10-1am
SUNDAY TO
THURSDAY
NIGHTS



Mike 'The Mouth'

MIKE THE 'MOUTH'

Mike Elliott is one of our biggest stars and joined Century 6 months after our launch. His big mouth has often caused us many problems with listeners ringing in to complain about his straight talking.

But Mike is a loveable guy with a big heart and his listeners have grown in numbers since he first launched on air.

Mike is also a well known and respected comedian in his own right and has regularly appeared on television programmes - even going so far as to bring out his own video and record (though we can't find any for sale!) - some listeners may

remember him from the Jimmy Nail series "Crocodile Shoes" and "Spender".

Listeners to Mike's show are always guaranteed a laugh. He is well known to "dump" callers who are boring or self-opiniated but Mike's also no fool (he was once a school teacher) and can put people in their place very quickly.

Mike will be joining us on some of our club nights - so make sure you book your seats early.



12-2pm
LUNCHTIMES



Tony Newman

TONY NEWMAN

Tony Newman joined Century Radio just a few months ago and has already become a firm favourite.

He's worked for a number of radio stations including Radio 1, Capital in London, Radio City in Liverpool and Red Rose Radio in Preston. Tony has also worked abroad and for the last few years he has enjoyed much success at Radio Blue Danube in Vienna, and in Singapore where he began his career.

He's a T.V. Star too - appearing in ITV's "Soul Train", and recently on ORF1 and ORF2 in Austria, acting in three German/Italian/Austrian

film productions: "After the War", "International Zone", and "The Tourist". Tony also writes for Czech Republic and Austrian Press and if you were to fly with Lauda Air or Lufthansa you would hear him on their in-flight entertainment.

Live stage shows include "The American Superstars", "Hollywood Oscars", "Tango Passion" with Shirley McClaine and the recent premiere of "Rob Roy". Most notable was Soap Aid, raising over £250,000 for Ethiopia using the talents of soap stars from Coronation Street to Eastenders. Yes, Tony is a big star!





The Century Receptionists

"Hello - Century Radio, how can I help you?"



Century receptionists Jan and Caroline have said these words over 10,000 times since they joined us earlier this year. They are both Century addicts of course and when they heard the position advertised on the air, they were just two out of 300 people who applied for the position.

Jan, who is married to a policeman, was a regular on the air, entered many of our competitions. She eventually got through to the Breakfast Gamble and walked away with electrical goods after gambling £1,100. Jan loves holidays and has been to Florida so many times she sports a permanent tan... with very few white bits!

Caroline, who operates out of our Middlesbrough office on Albert Road, is a keen

fan of Middlesbrough FC. and is the secretary of the official Middlesbrough supporters trust which is a voice for the fans of the 'Boro.

Jan and Caroline answer a call to the station on average every 20 seconds, sort out the mail, take requests, dedications, what's ons, ensure studio guests are happy and deal with any number of calls of help, especially when listeners are finding it difficult to get through to the studios for prizes. Most competitions generate over 20,000 calls an hour. However, they both admit one of the down sides of working for Century is that they are no longer allowed to take part in Competitions.

That's good news for everyone else!



JAN AND CAROLINE



Winning is easy

Since we launched on the air in September 1994, we have given away **the biggest prizes in the North East.**

Listeners have won a Wimpey Home worth £52,000, four cars, a caravan, over £50,000 in cash, holidays to just about everywhere in the world and so many other prizes we've lost count. Steve Colman will be launching a brand new money game in the future and we will tell you all about it in our next issue. But in the meantime there are always lots of chances to win other prizes in our "Winning Weekends"

Introducing our club manager...



Hello-I'm Joanne your club manager.

It's my job to ensure you get the best from our new Century Club, which means keeping you updated on special events or "Club Nights" we are holding.

You can write to me with letters for the "Letters Page" or you can suggest trips for our listeners to take. Remember, this is your club, so let's have your ideas on how we can make it better for you.

I hope you enjoy the first edition and the latest on Steve Colman, Mike Elliott and Tony Newman.



CENTURY TALK...

"It's the music, the laughs, the competitions, it's everything really - Century is my station"



CENTURY'S BEST...

"My neighbour told me about Century and now I'm hooked"



LETTERS (Points of View)



Let's hear from you. What do you think of our new Breakfast presenter Steve Colman, should Mike Elliott be on more or less, or just write and let us have your comments about the station or our new Listener Club.

We will do our best to print as many of your letters as possible.

Write to us at :

Century Club Letters

Century Radio
P.O. Box 100
Church Street
Gateshead
NE8 2YY

DON'T MISS IT



"The Gardening Show is such a laugh- I never miss it"



Century RADIO



WINNERS!

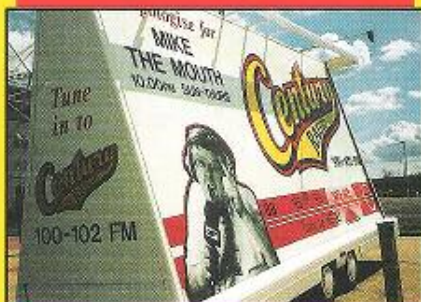
Century

GREAT STATION



"It's just a great station I listen to it every day, especially Mike Elliott"

Logo Lorry...



Look out for our Logo Lorry across the North East promoting our station. You can't miss it, or for that matter Steve Colman's and Mike Elliott's faces 10 feet high on each side!

YOU CAN BE A WINNER

Radio's House Competition

Mrs Valerie Dickinson of Fenham recently entered our Wimpey Home Keyphrase promotion and walked away with a brand new house worth over £52,000.

Valerie, husband Michael, and children Ross (aged 2) and Nicola (aged 7) are real Century fans and have tried to enter as many competitions as possible, but this prize left them gobsmacked. They hope to move into their new home by the end of the year and we wish them well.



HOUSE WINNER

"We have won a brand new Wimpey home worth over £52,000."

CAR WINNERS



Gillian from Teesside, won a Vauxhall Vectra 1.8 from Aero Motors and a Eldis Tornado caravan from Barrons Great Outdoors - together worth £25,000. She took part in Century's "Who's in it to win it" competition, correctly identifying a fourth mystery celebrity in the car.

And it's easy to win cars on Century too! - just ask Gillian Stevenson and John Fenwick.



John from County Durham, won a Renault Clio in a nail-biting round of the "Breakfast Gamble". He turned down £1,200 in cash, while aware that he could have won a teabag! Instead it was champagne and not tea that toasted his success!

Century RADIO

100-102 FM

Listener Club

YOUR WINNING NEWSLETTER

FOUND CENTURY



"I found Century by accident and I just love it - it's a fun station"

Century Radio,
P.O. Box 100,
Gateshead,
NE8 2YY.
Tel: 0191 477 6666
Fax: 0191 477 5660

Century Radio,
77-81 Albert Road,
Middlesbrough,
TS1 2RW.
Tel: 01642 245455
Fax: 01642 232313

SALE OF THE CENTURY



"I like the music, Sale of the Century and the talk shows are good too"

SUPERMAC AT SIX

Join one of the North East's biggest stars for his own phone in.

Straight talk from SUPERMAC about North East football every night at six.