

Press Release

October 2008



Now That's What We Call The 70's!

A weekly hour of nostalgia is promised by the unlikely duo of Mayor Councillor Steve Wakefield and local DJ turned radio presenter Ron Travolta on SWINDON 105.5.

Classic reggae and Northern Soul will feature heavily in the play-list for these two avowed music fans. "We both grew up with the 'Skinhead movement' and the reggae music it adopted, as well as the Dance culture of the Seventies and Black Dance music in the clubs" says Ron.

The mayor suggested the programme, rather tongue in cheek, when the two guys found they had a common love of classic reggae music and was delighted with the challenge being taken up! "It's only on a station like SWINDON 105.5 that such interests can be regularly featured. They provide a fantastic opportunity for local people to get involved, representing such a varied range of interests."

Reminiscences of the era should prove hilarious, bearing in mind the Non-PC nature of 'The Testosterone Zone' a programme Ron co-presented until this week and on which the Mayor has been a guest on several occasions.

Station Manager Shirley Ludford was cautiously optimistic after agreeing to the programme, saying "Steve is a 'Man's Man and Ron has to be kept on a tight leash. It's an unlikely combination but one I feel will live up to our slogan of Daring To Be Different" and admits "It should be fun – and the music will be brilliant!"

"Now That's What We Call The 70's! can be heard Monday evenings, 7pm, from Monday 20th October.

ENDS

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