

October 2009

Roy Lindau has passed away

Ric Harris writing:

I regret the off-shore radio community that Roy Lindau died at his home in Croton-on-Hudson, NY last month. Roy had been fighting cancer for the past decade. He had been getting an experimental treatment from the Sloan-Kettering hospital in New York. It was Roy's vision that world-wide advertisers would step up to sponsor an off-shore radio station that made investment in the MV Communicator and LASER 558 attractive, and thereby made the project possible. Roy was passionate about creating a high profile mass audience European radio station. He was President of Music Media International, the advertising arm of LASER 558, and was a driving force behind the rest of the LASER operation.

Paul Rusling writing:

I've heard this evening that Roy Lindau has also passed away after losing a lengthy battle with cancer. Many of you will know that he and I had a big spat in the early days of Laser. While I share Ronan's view that Roy was greedy and made many very bad decisions (such as keeping listener mail from DJs) I do still feel that he deserves recognition for what he did to help offshore radio revive again the 80s.

Roy was brought in to market the new Radio Caroline in 1981 but proved to be too extravagant, among other things. In 1983 I went straight to him to get marketing advice and introduced him to John Kenning, who was one of the founders and at that time in charge of the Laser project. I had originally tried to get Ronan to meet with John thinking the projects could merge and help each other, but Ronan stalled. and he had fallen out over something or other, and when I offered to introduce John to caroline, Ronan stalled.

I knew that any offshore station needed a revenue stream, and Roy sounded like the right man for the role so I took John across to meet him - Roy was still working at Major Market

Radio at that time.

Roy and I both had very similar goals and beliefs, but Roy wanted to centre everything in Madison Avenue and keep the DJs and crew in poverty while the sales boys lived a life of Reilly with junkets to Vegas, etc. He was far more of a business man than I, just a poor wet-back with principles. He used me, as he did many others.

But lets be clear - while Roy didn't close any advertising deals, it was his fabulous book of contacts and sheer marketing professionalism that convinced various backers to stump up literally millions of US dollars for Caroline, and over a million (Irish) pounds for Laser. And for that we should be very grateful for his input to the watery wireless scene. I for one learned a lot from the guy and I really do wish him well.