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THE RADIO WAVE  
"Keeping Radio People in Touch"  
7th. April 2002 Issue #1  
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By subscription only! Welcome to your FIRST issue of  
THE RADIO WAVE  
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SPONSORSHIP NOTICE  
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"THE DOCTOR IS IN!"

Even the most experienced radio presenters can get into a rut. And radio beginners are always looking for ways to improve their performance but rarely are able to get the advice and direction they need.

The answer? THE AIR-CHECK DOCTOR.

Find out more at <http://www.radioschool.org> and click on the link on the right-hand bar.

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WELCOME TO ISSUE ONE (History being made...and you are here  
...blah blah blah...etc...etc...)  
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The thing is this...I want this e-letter to be as much yours as mine.

Anything you see in it now or in the future that you want to comment on...feel free.

Anything that's really pissing you off about radio...tell us.

Anything you need help or advice with...ask.

Anything you want to market or promote (even yourself)...go ahead.

If you'd like to contribute and article...do it.

Through THE RADIO WAVE we can keep in touch with each other regardless of where we are in the world.

I plan to keep you up to date with trends and new developments in radio, check out new technologies, discover success secrets from others in the industry, swap and generate new ideas (that'll be a breakthrough for radio!) and even, with a bit of luck, find new ways to make money.

I'll always be glad to hear from you even if you want to flame me. (I'm used to it.)

You can reach me at [radiowave@allaboutradio.net](mailto:radiowave@allaboutradio.net)

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#### INDUSTRY NEWS

"The Challenge."

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What's the biggest challenge facing our industry today?

I would suggest it's satellite radio.

If you don't know what it is...satellite radio is beamed from a satellite to a small antenna you have in your home or car.

There are already two networks on air across the U.S. SIRIUS and XM SATELLITE RADIO. And I will put money on there being more in other countries in the near future.

XM, based in Washington, D.C. is delivering 100 simultaneous radio broadcasts from 2 satellites with signals that will cover the U.S.A. In urban areas where there could be receiving problems terrestrial repeaters will supplement the signal.

The company says it's on track to sign up 350,000 subscribers by year's end.

<http://www.xmradio.com>

SIRIUS is offering pretty much the same thing. From its three orbiting satellites, it will directly broadcast up to 100 channels of digital-quality radio to motorists throughout the continental United States for a monthly subscription fee of U.S.\$12.95. This includes 50 channels of commercial-free music in virtually every genre, and up to 50 channels of news, sports, talk, comedy and children's programming.

<http://www.siriusradio.com>

How will terrestrial radio stations meet this challenge? There is one way. Be involved in their local community and build local personalities who listeners like, know and trust.

People will almost always go for good local talent and programming over national or syndicated radio.

I believe that stations who currently take the majority of

their programming from satellite syndication and don't localise their service plus those stations that are nothing more than a juke-box are on shaky ground for the future.

Radio stations have to build loyalty if they are to survive the current challenges. And you don't build loyalty by playing wall to wall music.

If that's what listeners want they can get it UNINTERRUPTED off the internet and now the satellite.

\*-----HOT TIP-----\*

A great radio P.D. who was at WABC in New York, John Mainelli, said that the secret of good talk radio is: "Entertain informatively and inform entertainingly."

\*-----HOT TIP-----\*

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#### TOP RADIO PREP SITES

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The All Access Music Group is a great show prep site that covers many aspects of the radio biz. There's industry news, new music, artist info, consultant's tips, marketing and research articles, success tips and the Ross Brittain Report that has the latest show biz rumour, gossip and scandal. Talk Topics features lots of those quirky news stories. There are also links to radio stations worldwide and you can communicate with fellow radio people on Net Talk.

<http://www.allaccess.com>

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#### COMING UP

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The laws of programming have become lore, passed orally from one generation to the next. Along the way, some of the facts have become indistinguishable from fiction. Taken as gospel, this tradition has helped perpetuate a number of radio myths.

In the next edition of THE RADIO WAVE consultant DAVID ROGERSON will have a look at some of these myths.

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#### A FINAL NOTE FROM THE EDITOR.

The plan is to grow the list of people taking this e-letter, increase the content and encourage interactivity from our readers.

To do this I need your help.

If there is anyone you know either in or outside the radio industry who would like to receive THE RADIO WAVE please direct them to <http://www.allaboutradio.net> where they can subscribe for free. (You don't have to buy the book. There again, if you want to.....)

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