

THE RADIO WAVE
"Keeping Radio People in Touch"

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Issue #5

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THE RADIO WAVE
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"NetFM" - INTERNET RADIO AT ITS BEST.

This is how internet radio SHOULD sound.

FORMAT: TOP 40 with some 80's and 90's plus some specialty shows.

<http://www.netFM.net>

You'll need to register for the first time only
but it's free.

WELCOME TO ISSUE FIVE

If you've just joined our rapidly growing list...welcome.
This e-letter is aimed at people who'd like to be in radio,
newbies who've just started and full-time professionals.

If you'd like me to send you the previous issues that you
may have missed just ask at:

radiowave@allaboutradio.net

I want you to regard this regular communication to be your
personal forum.

If there's anything you read in it now or in the future
that you would like to comment on...feel free.

Anything you need help or advice with...ask. If I can't
provide the answer I'll find someone who can.

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

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

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

You can reach me at radiowave@allaboutradio.net

AIRCHECKS

The biggest radio conglomerate in the U.S. is Clear Channel.

They are probably the most disliked network both by the
listeners and the industry in general because of their
questionable corporate behaviour.

So I loved this quote from The Bob and Sheri Show on
WCRZ-FM 107.9 The Link.

The conversation was about how NASA is looking for
extra-terrestrial life out in space by utilising radio
waves and Sheri said:

"They will never know if it exists because as soon as that
radio signal came in, Clear Channel bought it, fired all
the employees, and started voice tracking the thing from
somewhere in Kansas!"

FEATURE ARTICLE

"LISTEN TO WHAT THE MAN SAID"

by David Rogerson

One of the most frequent questions I get asked from both
Programme Directors and on-air personalities is the best way
to go about critiquing their on-air sound.

Today's competitive radio environment means we are all
striving to make sure today's programme is even better than
yesterday's.

It is my experience that listeners are even more discerning
than they were around five years ago. They may not always
like what they know, but they know what they like!

Here are six quick tips on what to look for when critiquing
your on-air sound:

1. THE BASICS - the station's call sign is used frequently.
Time and weather are well positioned in the hour. Is the
station's positioning statements selling the "benefit" of
listening to your station?

Check the mechanics of the format are being executed properly
according to the station's programming guidelines / rules.

2. MUSIC - flow is smooth and not abrupt. Songs are
played at pre determined times according to the format clock.

Is the music familiar to the target audience?

3. STOP DOWNS - are the ad.

Breaks conducted at scheduled times? Are they placed evenly around the hour or structured to take advantage of music sweeps?

What is your policy on where ads are placed within the break - do long ads go at the front or back? How well is the transition between the back announces and the start of the break executed?

4. DELIVERY - is it planned informality or predictable? Does the personality sound natural, well prepared? Do all thoughts have a logical conclusion?

Does what the personality say pass the WHO CARES test or is it just VERBAL DIARRHOEA? How well does the personality identify with the target audience as being real and believable?

5. CONTENT - High priority must be given to content that is of interest to the majority of the target audience. The closer to home the story, the better. Does the personality sound prepared?

6. FLOW - does the station project "forward momentum" or does it suffer from "SCREECHING HALT DISEASE" where the station STOPS to handle what the personality may deem important as opposed to what is a priority for our listeners?

The symptoms of "SCREECHING HALT DISEASE" can be diagnosed as including long, unplanned chat segments; unprepared talk breaks; and inability to deliver humour correctly.

*** David Rogerson is Managing Director of Strategic Media Solutions. A media and communications consulting company which provides program, marketing and research solutions to clients in the Asia Pacific rim. David's more than 25 years experience in the industry includes on air announcer, group marketing manager and Group Program Director.

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This article re-printed by courtesy of Jocks Journal.

-----HOT TIP-----

When you're on-air watch out that you don't fall into the trap of using clichés. This is easy to do and often it's the same word or words you use continuously but you don't realise you're doing it.

E.G. Back-announcing a song by using the word "there" as in: "...Moby there and..." or "Shakira there..."

How to avoid those clichés? Simple.

Air-check every show and listen. I admit it. I've often caught myself using them.

-----HOT TIP-----

TOP RADIO PREP SITES

The material here is very much U.S. based but the comedian Argus Hamilton has some sharp and short topical lines which are very easy to steal but, in all fairness, you should credit him occasionally if you use his stuff.

<http://www.argushamilton.com/today.htm>.

COMING UP

No-one makes it big being "normal". Internet Marketer Frank Garon advises: "Dare to be Different!" While not specifically aimed at radio people it's certainly an article that may well have a positive and lasting affect on your performance and career.

That'll be in the next issue of The Radio Wave.

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 simply ask to be subscribed by sending a request to:

radiowave@allaboutradio.net

As you know it's free and you can unsubscribe at any time.

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