

THE RADIO WAVE
"Keeping Radio People in Touch"

21st.July 2002

Issue #6

Ian MacRae, Editor, radiowave@allaboutradio.net

By subscription only! Welcome to the fifth issue of
THE RADIO WAVE
You are receiving this because you requested a subscription.
Unsubscribe instructions are at the end of this newsletter.

IN THIS ISSUE

- => Sponsorship Notice
- => Welcome
- => Hotmail problems.
- => Music news: chart wobbles.
- => Industry News: The return of Radio Caroline
- => Feature article: Dare to be Different.
- => Hot Tip
- => Top Radio Prep Sites
- => Coming Up
- => A Final Note
- => Subscribe/Unsubscribe information

SPONSORSHIP NOTICE

"McVAY MEDIA"

Mike McVay's long-running full service programming
consultancy consults radio stations around
the world. AC, Contemporary, Top 40, Rock, Oldies,
Classic
Rock, Country, News/Talk, and Sports.

It's also a good source for show prep.

For more information, contact Mike McVay at
mcvaymedia@aol.com or visit
<http://www.mcvaymedia.com>

WELCOME TO ISSUE SIX

As our subscriber base continues to grow (slowly but surely!)
welcome to number six. 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

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

HOTMAIL

Many of my subscribers receive this newsletter through a Hotmail account.

There's a couple of things I've recently become aware of that are important enough for me to pass on to you.

Firstly, did you know that, if you take more than five minutes or longer to read your newsletter, any active links go dead?

So this is what happens. You notice that The Radio Wave has arrived and you click to open it.

If you leave it open for at least 5 minutes as you read it or leave it open and come back to read it later and click a link you'll get this message:

"Your email message has been idle and this link has become inactive. To access the link, close this window and return to your MSN Hotmail Message. Then click the browser's Refresh button or close your message and reopen it."

I tested this and ended up with dead links everywhere. With one exception. The message from Hotmail Member Services trying to sell the paid service that has now launched. Funny that!

Secondly...some subscribers have told me that this newsletter has gone straight to the JUNK folder. This is obviously to

do with the increased anti-spam filters being put into place by some ISP's.

Obviously I am extra-offended by The Radio Wave being classified as junk and am looking at some way to litigate against Hotmail so I can make lots of money and retire to some pleasant coastal resort.

Well, everybody else is suing somebody somewhere, so I might as well be in it!

MUSIC NEWS.

Two weird situations have arisen in connection with the Elvis re-mix of "A Little Less Conversation". One in the U.K. and one in the U.S.

In England, in spite of Elvis instantly hitting #1 again last week it seems that BMG want to kill him off. (again?)

They say that the World Cup campaign for Nike which used the song is now over so they've decided to delete the single.

They've gotta be kidding!

But wait! Is there another reason?

Could there be a bit of a conspiracy here? Could it be that BMG wanted to clear the way to a number one debut for the new release of "Popstar" Gareth Gates?

Nah. That's a bit far-fetched. Isn't it??

Funny that he's number one this week though.

Meanwhile in the U.S. despite the fact that he sold twice the number of singles of the number two single on the chart Elvis only debuted at #50.

Seems the American charts no longer are based on just sales but

on radio airplay. So radio is not supporting the song as much as it should and, consequently, the number one SELLING song only appeared at #50.

In fact, to prove the lack of credibility of the American charts, out of last weeks U.S. Top Ten only five of the singles are commercially available.

What a joke! Rock on Elvis!

INDUSTRY NEWS: THE RETURN OF RADIO CAROLINE

This story popped up during the week. It refers to one of the legendary U.K. "off-shore" or "pirate" stations of the '60's.

Personally I found this interesting because for just over a year I worked on board the Mi Amigo which was the ship that housed Radio Caroline. I left when the British Government of the time forced the closure of all the "pirates". Only Caroline side-stepped the law by moving and anchoring off Holland.

Radio Caroline will commence test transmissions on the Worldspace Afristar satellite at midnight on Monday, July 22.

This new venture for Radio Caroline was brokered between Caroline's Peter Moore and Atef Awad managing director of Worldspace in the UK. Details of the deal are confidential but Moore has stated that Worldspace have been "particularly helpful" in getting the station on air covering about one third of the surface of the planet.

The transmissions can be received via satellite portable radio sets, up to £149. A £99 radio set will be available in the coming weeks. The sets currently available

also receive AM, FM and SW channels.

To receive Radio Caroline or any of the other stations currently broadcasting on Worldspace, the small satellite dish clipped to the radio needs to have line of sight to Afristar, and the dish needs to be pointed roughly in a southerly direction. The signal will pass through glass and so a south facing window can also be used. The dish unclips from the set and a long lead is provided.

A spokesman for Radio Caroline said: "It has taken ten years to progress from a one month 15 watt signal that basically covered the town of Dover in Kent, UK, to a position where we are covering over 100 countries and a third of the world. Only the other two thirds to go." The footprint of Afristar covers all of the continent of Africa and all of continental Europe, the United Kingdom and Ireland.

COMMENT FROM THE EDITOR...

Why would anybody want to go to all that expense and trouble to pick it up. It would need to be a pretty dynamite programme!

The off-shore stations were there for a reason...to fill a need. Now that need has been met with legal on-shore radio. So...what's the point?

--

FEATURE ARTICLE

"DARE TO BE DIFFERENT"
by Frank Garon.

This article first appeared in Frank's e-letter. It's actually aimed at internet marketers however, while I was reading it, I kept thinking how it also applies to people working in the radio industry.

Especially on-air performers.

Frank has given me permission to re-print it here. It's an article that may well have a positive and lasting affect on your performance and career.

I AM different, always have been.

I mean, who else used to like to mix raw eggs and breadcrumbs in a bowl as a kid, and eat the resulting doughballs for breakfast?

Who else could eat Pizza for dinner 10 days in a row and not get sick of it?

Who else doesn't like Turkey for Thanksgiving?

Who else likes Formula One racing WAY, WAY better than Nascar?

Who else still thinks "Get Smart" is a damn site better TV show than the stuff they have on today?

Who else thinks "Strange Brew" and "Blind Date" and "The Odd Couple" are movie classics, classics to be watched over and over and over and over again?

Who else could give a fig about watching Football on Sundays?

Who else can eat Pez Candy until they almost Overdose from the "Sugar High"?

Who else talks to himself, always has and always will?

Worse yet - who else argues out loud with themselves?

Who else would rather be in the kitchen gossiping with the women, rather than hanging out with the men in the Living Room?

Who else can cry at a sad song one minute, and then scream and curse at the guy who just cut him off the next minute?

Who else collects train books to the point that he needs a 12 foot by 12 foot Library in his house to hold them all??

And who else would need to live to be 200 years old just to read them all?

Well, I can tell you this much!!!

I hope that you are a little "weird" too.

I hope you have quirks and opinions and issues and hangups.

I hope so.

For your sake.

For I have come to realize this one key point in life:

Nobody, I mean NOBODY "normal" (note the quotation marks there) makes it BIG in life.

Every single last successful person I know and love and learn from is a little "offbeat", shall we say.

Every single last one of them.

Opinionated. Quirky. Passionate. Different. Outside the "norm". Could care less what others think about them.

March to the beat of their own drummer. Go left where others go right.

That is the kind of person that makes it big here.

Listen, NO ONE "normal" does Network Marketing.

NO ONE "normal" gets on the Internet and tries to make a full time income from it.

NO ONE gives up a weekend to go to an "Internet Training Seminar".

NO ONE.

Normal people get up, go to work, come home, eat and watch TV and go to sleep.

Normal people are afraid to dream.

Normal people are afraid to take chances.

Normal people are afraid to show others that they are vulnerable, too.

Normal people are afraid to push the envelope.

Normal people die broke. Die unhappy. Die unfulfilled.

No normal for me, thank you VERY much.

I'd rather shave all my body hair, cover myself in Jello and run naked through Times Square than be "normal".

Normal is anathema to me, and it should be for you.

Like I said, everyone successful I know is not normal.

Look at Thomas Edison.

One of my Heroes for sure.

Read about him, and tell me if he was normal.

Read about Niki Lauda and what happened to him in the 1976 German Grand Prix. Read about how he got back into his race car only weeks after almost dying. Check out http://www.ddavid.com/formula1/lauda_bio.htm .

Tell me that was something a "normal" person would do. Tell me that I am crazy to make a guy like that one of my Heroes, instead of Magic Johnson or OJ Simpson or John McEnroe - Those spoiled ****ing brats.

Read about Drew Bledsoe and some of these other sports figures who chose God and family and charity work instead of sex with groupies and coke and booze and Jaguars.

Read about the singers who don't have to have the "F word" in every third line of their songs to be successful.

Read about anybody everybody who is worth looking up to. Not a "normal" one amongst them.

Read "Readers Digest" every month.

Read the stories in there about perfectly "normal" people rising up and doing the "un-normal", the things in life normal people are unwilling to do.

Watch a grown man hug and kiss his grown son, and not be ashamed of it.

Learn from those amongst us here that can and will admit their mistakes and don't try to run from them.

You see, it's Ok to be "different".

In fact, it's more than "Ok".

It's in a sense VITAL to your success in your Internet business and dare I say, your life in general.

Worrying about being normal, worrying about what other people think, worrying about looking foolish - that is the stuff that will keep you down.

Will keep you down with the "normal" folk, the ones who will go nowhere in life, who will never experience passion and self confidence and empowerment and success and all that comes with it.

See, me - I want to write a newsletter that confuses the heck out of you sometimes. One that makes you love me, one that makes you want to choke me sometimes.

One that makes you REMEMBER me and feel STRONGLY about me. No politically correct, "me-too" newsletter for me, thank you very much.

I want you to let your "freak flag" fly.

Do what YOU want to do in life.

Do what YOU were born to do.

Destined to do.

You are NOT reading this newsletter because you are "normal". You are NOT reading this newsletter because you want to "get by" in life.

You read it because you FEEL and THINK and ACT differently than "normal" people.

In fact, you are NOT normal. Has anybody ever told you that, LOL?

So, be YOU.

Be different.

Think different.

DO different.

Surround yourself with creative, empowered, opinionated, passionate, free thinking people.

Make THEM your role models, your friends, your confidants.

Take that chance. Listen to YOU, and NOT your friends, co-workers and well meaning family members.

And watch where life takes you.

I wish I could take you on a video tour of my Grandma's apartment. I wish you could see the tackiness, the broaches and baubles and trinkets and figurines.

The stuff in there that looks like a Gift Shop from 1972 blew up and threw up all over.

The apartment that looks like Liberace and Elvis conspired to decorate as a testimonial to their great interior decorating skills.

I wish you could see and smell and touch and love someone who was NOT afraid to be and do and act like SHE wanted to be.

Someone who was proud of herself, in a good way.

Someone who did what she wanted.

Someone who was passionate and opinionated and stubborn and offbeat.

If we are going to clone anyone, I wish it was her.

The world could use a million old Grandmas with pearl necklaces wrapped over their floral print housecoats.

The world could use a few more Salvador Dali paintings, and a few less Rembrandts.

I hope YOU get the point of all this.

The point is to DO and THINK and BE yourself.

To live YOUR life.

Not your friends or co-workers or parents.

YOUR life.

To listen to YOUR instincts.

Your instincts tell you that there is money to be made here.

Your instincts tell you that you are a good person who deserves success just as much as the next person.

Your instincts tell you to do and be and think different from your surroundings in order to succeed.

Your instincts are right.

I hope you take the Biker dudes, the Carneys, the tattooed people, the bald dude in his polyester leisure suit and the bad hairpiece, the people who collect stamps and watch birds and collect old cars and baseball cards and old Pez Dispensers, the people who wear clothes slightly "out of fashion", the people who need to lose 30 pounds but still wear tight clothes (hey, I can say that 'cause I is one!), the people who play Chess instead of Tennis, the guy upstairs from you who sings "Carmen" at the top of his lungs while he showers, the people who wear pocket protectors to work, the people who play bagpipes in a Scottish band, the 18 year old kid with MS who makes a ton of money online, the guy with a stutter and a lisp, the people

like me... I hope you take those people and embrace them
and love them and
learn from them.

I hope so for your sake, because they will teach you more
about making money
and more about how to live your life than any ten million
"normal" people will.

Live YOUR life, push YOURSELF out of your comfort zone,
show others that
YOU are human, do your internet marketing from the heart
and tell people why
they should do business with YOU.

Then and only then will you truly know what success is.

Only then will you know why you were put here on Earth.

Only then will you make the Internet your servant, a
servant that brings you honest
money, a servant that lets you do what you REALLY want to
do in life.

And that is for you to be ALL that you were meant to be
and ALL that you are
capable of.

That is my greatest wish and my biggest hope for you.

With all my love and well wishes for you in life,

Frank

If you're interested in Internet Marketing check out Frank
Garon's site:
<http://www.internetcashplanet.com/>
and subscribe to his profit-making free online newsletter.
His regular raves like the one above are worth it alone!

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

"Local content" in your show is more
important than anything you've got off the
internet or a joke sheet.

This is stuff that's going on in YOUR town.
Things that affect people's lives. Things
that they can relate to.

Your personal reaction to what's happening
locally is something no distant satellite
network feed can compete with.

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

TOP RADIO PREP SITES

Need trivia? Perhaps for a radio contest? Look no further. ABSOLUTE TRIVIA is a "totally trivia search engine". There's "Today in History", "Trivia Test", "Trivia Talk", "Quote of the Day" and a link to learn something "totally useless".

<http://www.absolutetrivia.com/>

COMING UP

The latest on the Personal People Meter (PPM) What are the figures showing in comparison to the old survey diary system?

PLUS: The Music Industry is in Trouble!

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.

COPYRIGHT INFO.

Copyright 2002 Ian MacRae

LIST MAINTENANCE:

To subscribe

<http://www.allaboutradio.net>

To unsubscribe

allaboutradio-radiowave-request@allaboutradio.net?subject=unsubscribe

-

