

THE RADIO WAVE  
"Keeping Radio People in Touch"

15TH. December 2002

Issue #13

Ian MacRae, Editor, [ian@allaboutradio.net](mailto:ian@allaboutradio.net)

---

By subscription only! Welcome to the 13th.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
- => G'day
- => Automation Once Again Attacks Radio's Cred.
- => Off The Planet
- => The Last Radio Station (2)
- => We Have Mail
- => And More Mail
- => Hot Tip
- => Top Radio Prep Sites
- => A Final Note
- => Subscribe/Unsubscribe information

---

SPONSORSHIP NOTICE (SHAMELESS PERSONAL PLUG)

---

"The Beginners' Guide To Becoming A Radio Star".  
is a far reaching e-book for radio beginners or people who  
want to make radio their career. All the information you'll  
discover here is "the basics" of radio. Stuff that applies  
anywhere in the world where professional commercial radio  
is established.

[www.allaboutradio.net](http://www.allaboutradio.net)

---

G'DAY.

---

Welcome to issue 13 of the Radio Wave newsletter. We have a  
whole lot of new subscribers from this issue so a very special  
welcome to you guys.

In case you're wondering, the newsletter is aimed at people  
who'd like to be in radio, newbies who've just started and  
full-time professionals.

Any comments you have about anything you read here please let me have them.

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

If you'd like to contribute an article...you're welcome.

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

-----  
AUTOMATION ONCE AGAIN ATTACKS RADIO'S CRED.  
-----

With most of Australia affected by the worst drought in 30 years we are now going into the summer season with the countryside...to coin a cliché the papers love to use... "tinderbox dry."

Consequently Sydney has been ringed by bushfires. Over 40 homes and properties have been lost at the time of writing.

Radio played an extremely important role in disaster, keeping people informed and updated on what was happening and warning of dangerous situations.

The talk stations especially did a magnificent job dropping their usual programs to make way for a full emergency coverage.

In a situation such as this radio comes into its own.

However it was notable that some FM music stations still went to automation at the normal time closing off any coverage and virtually pretending that nothing was happening even though the entire metropolitan area was blanketed in smoke.

O.K. I suppose the thinking at programming level here was that the talk stations were doing a pretty good job so let's leave them to it and we'll just play music. (and save on having to PAY people to be here live!)

Automation done properly can sound fine. It's here to stay just like networking and we have to learn to live with it.

But if there is an emergency situation where people need to be instantly informed on what's happening I think a station is shooting itself in the foot, with arrogance being the bullet, if they persist in automating under those circumstances.

The news component doesn't have to be as extensive as the talk stations are running and music still can be played but at least the listeners know that they are up to speed and in touch with the current situation.

As it is music stations that treat their listeners with disdain will, I believe, have their attitude rewarded with more and more of their listeners sampling talk radio when they have a need to know. And some of THEM may even stay!

-----  
OFF THE PLANET  
-----

What's this all about?

I mentioned these people a few issues back and I'm still getting emailed suggestions that I should do a radio interview with them.

These suggestions don't come directly from the organisation itself but from places with no obvious connection with a desire to leave the planet. Such as the one I received this week. (below) It's a fences and posts company or something.

Is anybody else getting these?

< Ian

I just read Prey by Michael Crichton. It talked about the coming dangers of nanotechnology and ended with the quote "They didn't understand what they were doing.' I'm afraid that will be on the tombstone of the human race."

It was scary stuff! Doing a search on the internet, I discovered that the people at lifeboat.com are so concerned about this threat that they are trying to escape from the planet to ensure there are some survivors.

I noticed they have quotes from Warren Buffett, George W. Bush, Arthur C. Clarke, Bill Joy, Donald H. Rumsfeld, Carl Sagan, and of course, Michael Crichton, so maybe we should be worried about this problem.

Perhaps you should interview these folks?

Yours sincerely,

Brent

[www.perrybirdpickets.com.au](http://www.perrybirdpickets.com.au) >

-----  
THE LAST RADIO STATION (2)  
-----

Following my mention that I wasn't ever to hear the streaming of The Last Radio Station I've had a couple of readers tell me that they succeeded.

Here's a report from Trevor Sinclair.

Hi Ian

I managed to get The Last Radio Station streaming @ 8am Sunday December 1st (Sydney time)...

This was the layout at the time:

Current Stream Information

Server Status: Server is currently up and public.

Stream Status: Stream is up at 128 kbps with 0 of 32 listeners (0 unique)

Listener Peak: 1

Average Listen Time: 2m 20s

Stream Title: THE LAST RADIO STATION... Lester Bangs would have approved

Stream Genre: what's a genre?

Stream URL: <http://home.nc.rr.com/gttyson/lastradio.html>

Stream ICQ: 6943593

Stream AIM: TYSON3255

Stream IRC:

Current Song: WOODY ALLEN & HIS NEW ORLEANS JAZZ BAND - Dippermouth Blues

Cheers,

Trevor

[trevor\\_sinclair@travelvoice.com](mailto:trevor_sinclair@travelvoice.com)

=====  
Not sure if you've had a reply to your newsletter yet but the real URL for that radio station is:

<http://24.25.7.17:8000>

and not <http://24.25.7.17/8000> as you had

(technically, the last bit, '8000' is the port number to

access the server through; it's distinguished from the address by the colon after the IP address)

Anyway, if you click on that, you get the station page and a "listen" link.

Regards,

David Johns  
culturejam.tv - internet video specialists

#### COMMENT

Funny that the URL I had was the one on their website! Anyway I tried a couple more times and still nothing so the hell with it.

---

#### WE HAVE MAIL

---

I had a big response to the comments in the previous Radio Wave re. commercials being bland and boring and "the same old same old."

Here's a reaction from subscriber David Hague.

<On the same level of "bland" advert copy or same-old, same-old ideas, why oh why is there no imagination in the "name" of programs? How many bloody "Morning Crew" or "Morning Zoo" brekky programs out there are as an example! Worldwide it seems thousands!

Can we get some diversity or are proggy directors too damn scared to test other waters?>

#### COMMENT.

It's been this way forever and ever. Way back, how many "Good Guys" were there? Every market had 'em. I wanted to start an on-air team called "The Bad Guys" but nobody would take me seriously!

It's a little like Hollywood sequels. If it worked once it'll work again. Why risk something new? Trouble is... it DOESN'T always work. Audiences know that the higher the number on the movie title, e.g. "Speed 2", "Rocky 3", the crappier the film is likely to be.

And talking of everything old is new again...

Alternative XFM/VANCOUVER, BC morning show PEPPER & CRASH broadcast completely naked on November 29th.

This followed a letter written to the PROVINCE newspaper challenging PEPPER & CRASH to shed their clothes, since they often ask female listeners to get naked for prize giveaways.

PEPPER & CRASH invited a select studio audience, but, there was a catch - in order to watch them naked, the audience members had to undress too.

Gee...that must have made for some exciting radio!

-----  
AND MORE MAIL  
-----

Another communication from Nick Sarames who is blind but keen to advance his career in radio...

First I'd like to thank those who responded to my inquiry. Obviously I am living in the wrong country. Seriously, there is a web site that may also be of assistance:

<http://www.blindbroadcasters.net>

Here is some interesting news out of NYC.

Clear Channel owns five radio stations in NYC including number 1 rated WLTW [Lite FM.] lite FM is an AC station which has been at the top, or near it, for years.

There are rumors that they will follow the pattern of other CC stations and go "all Christmas" starting right after Thanksgiving which is Thursday Nov. 28th.

This would be somewhat surprising in a cosmopolitan city such as NY which has a diverse population of those who don't celebrate Christmas.

Anyway the interesting point is their web site, <http://www.1067litfm.com> is sponsoring a pole:

Should Lite fm play all Holiday Music from Thanksgiving to Christmas Day?

No

Yes  
Vote

I am not naive enough to think that listeners will have any input in to corporate policy, but I can't understand what public relations or promotional benefit they would gain from this survey, especially when those opposed are apparently losing. Stay tuned. Thanks again

Nick  
[nicksarames@msn.com](mailto:nicksarames@msn.com)

#### COMMENT

Looks like they decided against it. When I checked on December 8th. they were playing Rod Stewart "Forever Young" followed by Whitney Houston "I'm Every Woman".

Would seem to be a risky thing to do in that market. Be really restricting the potential audience.

Bit like that All Elvis station a few years ago. Not what you'd call an on-going success!

=====  
===

In the previous issue I touched on radio stunts and how they can go wrong. Or simply upset management.

I mentioned the case of WRVW - 107.5 The River in Nashville.

Morning show (breakfast) hosts Woody and Jim were taken off the air with an indefinite suspension. Seems an intern named Paul was sent to crash a vehicle into a wall to see how fast he had to go before the airbag deployed.

Management of the station said they were very concerned over the lack of judgement and potential for serious injury.

Especially considering that there was no airbag in the vehicle!

Dale McCubbins emailed me this...

<Today is, or was, 12/09/02 and Woody and Jim sent Intern Paul dumpster diving, where he was finding stuff and inadvertently dropped the station's cell phone into two inches of nasty

water in the bottom of the dumpster. Is the show taped or was the incident in question some time ago?

thanks,

Dale Mc>

#### REPLY

I am led to believe that the initial event happened just before publication date of the previous Radio Wave.

So what we have here is the usual scenario when top rating performers do something naughty.

The management have to be seen to "do something". So they announce the miscreants have been "suspended". Secretly management are over the moon about all the free publicity and get the offenders back on the air after what they feel is a publicly acceptable time.

This would appear to be the situation in this case.

-----

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

Rather than waste time trying to sound like someone you admire on the air find your own style. Be unique. Be yourself.

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

-----

#### TOP RADIO PREP SITES

-----  
Here's some Christmas fun and humour. Short Christmas jokes in "QUICK FIXES" and in "TALL TALES" funny Christmas stories, humorous lists and longer Christmas jokes.

<http://www.christmasjokes.co.uk>

-----

#### A FINAL NOTE FROM THE EDITOR.

Just a reminder. Please help grow this letter so we can make our voice louder in the industry.

If there is anyone you know either in or outside the radio

industry who would like to receive THE RADIO WAVE they should simply ask to be subscribed by sending a blank e-mail to:

[radiowave@allaboutradio.net](mailto:radiowave@allaboutradio.net)

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

Meantime, in these uncertain times, may I wish you and yours a safe and happy Christmas season and a terrific New Year.

For those of you who will be keeping radio on the air through the next few weeks I'll be thinking of you. Mainly because I've offered my services to also work my usual air shifts through this time. (what have I done?)

The next issue of The Radio Wave is planned for publication early in the New Year.

Have a good one.

-----  
NEXT ISSUE

"Some interesting side issues about Positioning Statements"

-----  
COPYRIGHT INFO.

-----  
Copyright 2002 Ian MacRae

---

AllAboutRadio-RadioWave mailing list

[AllAboutRadio-RadioWave@allaboutradio.net](mailto:AllAboutRadio-RadioWave@allaboutradio.net)

<http://www.allaboutradio.net/mailman/listinfo/allaboutradio-radiowave>