

THE RADIO WAVE  
"Keeping Radio People in Touch"

2nd. February 2003

Issue #14

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THE RADIO WAVE  
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IN THIS ISSUE

- 
- => Sponsorship Notice
  - => G'day
  - => Tragic Times
  - => And Then There Were Two - Farewell Maurice
  - => Positioning Statements
  - => I'll Say What I Want & If You Don't Like It Switch Off!
  - => We Have Mail
  - => And More Mail
  - => Hot Tip
  - => Top Radio Prep Sites
  - => A Final Note
  - => Subscribe/Unsubscribe information

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SPONSORSHIP NOTICE (SHAMELESS PERSONAL PLUG)

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"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.

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G'DAY.

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Welcome to issue 14 of the Radio Wave newsletter. the newsletter  
aimed at people who'd like to be in radio, newbies who've  
just started and full-time professionals.

This e-letter was a tri-weekly publication but, for now, due

to other commitments, in other words stuff that makes money : ), I'll be sending it on a monthly basis usually at the beginning of each month.

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)

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### TRAGIC TIMES

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On Friday morning Australians woke to the news of an horrific train derailment near Sydney that killed 9 people and badly injured many others.

Then we woke this Sunday morning to the news of the heart-breaking loss of life in the Space Shuttle tragedy.

Our thoughts go out to the families of the crew of Columbia & all American people during this difficult time. Our feelings are with those who have lost a partner, a parent, a child, a friend.

A posting on a newsgroup this morning said it so well...

"Terrorists and suicide bombers may think that they are ensuring their place in heaven, but what they do is vile and pathetic. They only destroy, not only themselves, but others.

Heroes like the astronauts who gave their lives yesterday, do it for all of us.

So on the positive side:

This may be the first time that people went through the Pearly Gates doing Mach 18."

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### AND THEN THERE WERE TWO

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As emotions ran high, there was a lot of, understandably, wild talk from Barry and Robyn after the death of brother Maurice Gibb. Talk of keeping the Bee Gees going (because Maurice would have wanted it) and questions being asked about the hospital's procedures.

Genuine grief can easily affect rational thought.

However, the guys seem to have settled down somewhat in accepting what has happened and, in the process, also accepted that the Bee Gees could never be a duo and that Maurice had inbuilt medical problems just waiting to happen.

In Australia we know differently, but the rest of the world see the Bee Gees story as beginning when the group formed here after their family emigrated and, before you knew it, they had "Saturday Night Fever"

The reality is that by that time they had well and truly paid their dues in recording a series of songs that went nowhere.

A local council has set up a web site to document those early days when the Bee Gees actually began.

The site has been put together by Bill Casey, the local studies librarian in Hurstville, a suburb of Sydney.

The Bee Gees early recordings were done in 1966 at the St Claire Recording Studio at 56 Queens Rd, Hurstville which was actually an old converted storeroom behind a butcher's shop.

The songwriter and record producer Nat Kipner took them there and produced 10 singles which all bombed. One of them was called "Monday's Rain". The radio stations said they wouldn't play it because it didn't sound original enough!

But the boys kept trying and it was the 11th. single in September 1966, "Spicks and Specks", that got it right and went to number one in the Australian market by which time the Bee Gees had boarded a cruise ship with their father as manager and producer Nat Kipner and headed for the U.K.

That's the point where, as far as the rest of the world is concerned, their history began.

As an interesting sidenote: The Bee Gees returned Nat Kipner's favour many years later when Maurice produced an international hit for Nat's son Steve who was in a duo called "Tin Tin". That song was "Toast and Marmalade for Tea"

Steve went on to write for Olivia Newton-John including 'Physical', Chicago's "Hard Habit to Break" and, more recently he wrote 'Genie In A Bottle' for Christina Aguilera.

The Bee Gees site by Hurstville Council is a fascinating historical document. You can check it out at:

<http://www.hurstville.org/beegees/>

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POSITION, POSITION, POSITION  
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A couple of issues back Peter Brandtman of radio 2ST Nowra (south of Sydney) wrote asking for a positioning statement for the station.

In response, radio consultant David Rogerson then contacted me saying, basically, that taking someone else's positioning statements and then running them on your station could be putting the cart before the horse.

What works for others may not work for you. There's no "one size fits all" when it comes to marketing.

So I asked David if he would knock up an article about this just for Radio Wave readers...and here it is...

Positioning  
The Foundation of Your Marketing Strategy

In a recent note to The Radio Wave 2ST's Peter Brandtman asked whether any subscribers could assist with information on new positioning statements being used by radio stations, particularly those programming 60's, 70's, 80's and 90's music.

It's great to see that programmers like Peter are looking for new opportunities to freshen the sound of their station and update them with the latest marketing messages.

However, a word of caution when finding these latest positioning statements and making the decision as to whether they are right for your radio station.

Positioning is the foundation of good marketing strategy. What most people call "Marketing Strategy" is a stated goal, or a listing of how to reach your target listener.

What's often missing is clarity of the MESSAGE -- what do we want people to believe about us? Potential listeners are bombarded with information every day from our station's advertisers, TV they view, magazines they read and via a host of other media including direct snail and e-mail.

Ultimately, what is needed is a direct and powerful message that makes them remember your radio station.

Key point here is that what works for one radio station does

not necessarily work for another.

Just as the marketing people at Coke keep an eye on their competitors in the soft drink field, it would be a rare day when Coke actually takes a competitor's positioning statement and uses it in their own marketing campaigns.

Ideally, positioning statements should be re-enforcing a clear message you want your listeners to remember you by. In short, they should be uniquely targeted to match the core attributes of your station.

These positioning statement/s should also be driven by market research among your core target, positively backing up the images or perceptions (positions) you want your listeners to remember.

Sometimes positioning statements can be supporting a positive element of your station that you need to protect from a competitor station (eg reliable news, authoritative presenters,) and so on.

Some times they can also be developed to reverse a negative toward your station eg that you don't feature 70's music or provide enough local news.

Keep in mind though that just saying you play more 70's music and not backing up with proof often only serves to further re-enforce that your station does not deliver on its promises.

In reality Positioning Statements become the essence of your marketing strategy. The marketing strategy comes first, as opposed to positioning statements taking top priority and the marketing falling into the number two position.

In their book "Positioning, the Battle For Your Mind" Al Ries and Jack Trout have some very timely insights into the value and use of positioning as a key element of your marketing strategy. Even though it was written back in the 80's, the insights Trout and Ries provide are still relevant as we head into 2003.

Positioning is a discipline that's been evolving since the 1970s by some of the leading advertisers like Proctor and Gamble, Coca Cola and Qantas. Identifying exactly what your message is via market driven intelligence -- and then delivering it, and delivering it, and delivering it -- is the key to effective marketing.

\*\*\* 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. He is also the Asia Pacific consultant for Arbitron.

David can be reached via e-mail at: [smpacific@aol.com](mailto:smpacific@aol.com)

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I'LL SAY WHAT I WANT & IF YOU DON'T LIKE IT TURN OFF!  
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An overwhelming majority of Rock radio listeners believe that "radio personalities should be able to say whatever they please, and that if people don't want to listen, they can change stations" according to a new Web Poll from Jacobs Media and Edison Media Research.

Here, in part, is what the report said:

While radio personalities and "shock jocks" have always received a lot of attention, various incidents in the last few months such as Opie & Anthony's "cancellation" over their St. Patrick's Cathedral sex stunt and the firing of KUPD's Beau Duran after his crass phone call to the widow of Darryl Kile have put the behavior of radio personalities in sharper focus than ever.

Our companies funded a Web Poll that garnered more than 7300 responses from visitors to the Web sites of Rock radio stations all over the country in order to learn what listeners think about what they are hearing.

In question after question, listeners to Rock radio stations across the country told us that they believe in a generally "libertarian" approach to radio.

For instance, while many people in the "mainstream" media were horrified by Opie & Anthony's arranging for people to have sex in a pew in a Cathedral, a strong majority of those in our survey who knew about the stunt said O&A did not deserve to be fired.

Our Web Poll was performed from October 14-22. The poll appeared on the Web sites of more than 20 Rock radio stations across the country. There was solid representation from Classic Rock/Mainstream Rock, Active Rock, and Alternative Rock stations.

Data is available by format. Additionally, participating

stations feature a variety of kinds of morning shows, ranging from traditional "shock jocks" (e.g. Howard Stern, Mancow) to more moderate programs, and shows that are deemed to be completely inoffensive.

Consequently, we were able to analyze the data by the "degree of shock" each station typically presents in the morning.

Even people who choose to listen to morning shows without any particularly harsh content generally feel that radio content should not be controlled - that listeners are more than capable of exerting the control themselves.

Here's a sample comment from one 45-year-old male: "Censorship rests with the individual. It's called the ON/OFF button."

A 25 year old said, "If people are offended by what radio personalities say, just change the station. There are nine radio stations that wouldn't offend the Pope for every one that would."

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WE HAVE MAIL

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Automation is still a hot topic with you readers.

A comment from Bob Price...

The automation of stations, and I worked on some very early versions, together with long relay sessions, needs to be looked at in some detail, and I mean by the regulator.

One Station seems to have a bad habit of going automated on Saturday Nights, and too regularly things fall apart.

But try and get anyone to answer the phone .. I used to call the Newsroom, as they always answered, but really it is not their concern.

Nothing will tell the listener of the stations slackness more than the presenter introducing, at some length, a feature that never happens, and then listening to a long bracket of unannounced music.

Let's stay live, after all, most Announcers are not paid that much!

Bob Price.  
[bob@box701.com](mailto:bob@box701.com)

Meanwhile, in the U.S. everything's just fine and dandy in Radioland, according to an NAB study: about 78% of Americans surveyed in a MELLMAN GROUP poll commissioned by the NAB believe radio stations regularly provide important news and information relevant to local communities.

Only 3% said local stations are "not at all important" in providing relevant community news and information.

Pollster MARK MELLMAN is quoted by the NAB as saying "Americans are satisfied with the job local radio stations are doing providing them with news, information and entertainment programming."

This study also claims that by a 5-1 margin (65% to 13%), consumers are satisfied with overall local radio programming, with 77% agreeing that their favourite local radio stations provide the music that they like all, most, or some of the time, with 13% saying local stations rarely or never carry music that they like.

Only 17% of survey subjects said local stations are providing less variety than they were 5 years ago, with 29% saying that stations are providing more variety, and 21% saying that they are providing the same amount of variety.

COMMENT:

Well, that report's got me scratching my head. It doesn't reflect what I'm hearing from Radio Wave subscribers in the U.S.

Your thoughts? Shoot me an email.

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

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MORE MAIL  
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This is a strange one...

Hi Ian,

I am for ever being told that I should think about working in television. My ambition is the complete opposite, I do not own a set and avoid watching it wherever possible. What advice if any can you give when it comes to trying to persuade people that television is really not for me.

Your help in this matter would be greatly appreciated.

Yours Sincerely

Paul Bryce.

MY REPLY TO PAUL:

Hi Paul.

Why do you need to persuade them anyway?

It's your life.

If you don't like any job and would rather not be there this is going to reflect in the quality of your work. Especially so in TV.

Ian

Anybody else got advice for Paul? [ian@allaboutradio.net](mailto:ian@allaboutradio.net)

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

To be a success in radio you've got to have PASSION. If you don't totally love your job...you're wasting your life. Just get out.

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

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**TOP RADIO PREP SITES**  
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Discovering information about thousands of events and happenings taking place around the world can be difficult and time consuming. Whatsonwhen, a specialized searchable database, makes it easy and even fun.

Whatsonwhen is a database, available at no charge, of thousands of events taking place around the world. Want to attend a classical music concert in Vienna, Austria?

How about the Polar Bear Jumpoff and the Ugly Fish Toss in Seward, Alaska? You'll find information about these happenings in Whatsonwhen.

The home page of Whatsonwhen is where you'll interact with

the database.

First, you can search for events by theme, country, location, and keyword. You can also limit your search by date.

Second, you can browse by categories including kids & family, music, theatre, and religion. By the way, the "bizarre" category is home to some rather interesting events.

At the top of the front page, you'll find links to two smaller, focused directories containing listings for business and leisure events.

Each listing for a happening or event includes dates, contact information, and often additional background information about the location where the event is taking place.

If you take advantage of the optional registration, Whatsonwhen also offers the opportunity to personalize the home page and store event listings to create your own calendar. The registration is free and takes just a few seconds.

Whatsonwhen is a useful, educational, and fun specialized database that often provides you with event information more quickly than beginning your search with a general web engine.

Whatsonwhen

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

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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.

I hope this new year has begun well for you and will keep getting better. Let's hope we're all here at the end of it!

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NEXT ISSUE  
Stuff.

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