

THE RADIO WAVE
"Keeping Radio People in Touch"

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Issue #15

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

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<http://www.netFM.net>

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but it's free.

G'DAY.

Welcome to issue 15 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.

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

TRAGIC TIMES - (continued from last issue)

An interesting question often pops up when radio people gather.

"What space of time should there be between a major tragedy and the point at which it's OK to make jokes about it?"

Obviously the bigger the disaster the longer the gap should be. Usually the first to make humorous references are stand-up comics whose audiences expect to be shocked.

As for radio it's more of a gut feel combined with experience that lets you know when it's OK.

A radio host in Durban, South Africa appears not to have that ability. He seems to have been the first to get into hot water with a Columbia Space Shuttle joke.

Clayton Robberze of East Coast Radio had to apologise to his listeners for making a joke about the Indian born astronaut Kalpana Chawla.

Be honest. You really want to know what he said, don't you?

He said she had blue eyes..."one blew here and one blew there."

The station got several complaints from the fairly sizable Indian population of Durban but the station said it would take no further action against the presenter after he apologised.

Well, if he was going to be offensive, at least he could have said something funny!

What are your thoughts on the length of time between an event such as Columbia and when you can be humorous about it? In fact have YOU ever gone too soon with a gag and finished up getting your fingers rapped?

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Radio Gets Results in Iraq

It sure does. But not the sort of results WE'RE used to.

The Times of London (gotta be some credibility there) reports that a well-known Baghdad radio host, Amal Al-Mudarris, was overheard making disparaging words about Saddam's wife. Not on the air but sitting in the station's lunch room.

Saddam had her arrested, tortured and hanged. Her tongue was then cut out and sent to her family.

No doubt some of our politicians would very much like to do the same to certain talk-back hosts but only in thought and not in Saddam's absolute domestic brutal reality.

THE MUSIC OF WAR

The New York Times says that American radio stations plan to play more patriotic music when the war begins. The ABC network FMers say they'll probably play songs like RAY CHARLES' "AMERICA THE BEAUTIFUL," LEE GREENWOOD's "GOD BLESS THE U.S.A." and BRUCE SPRINGSTEEN's "BORN IN THE U.S.A." Huh? They obviously haven't listened closely to the lyrics!

Born down in a dead man's town
The first kick I took was when I hit the ground
You end up like a dog that's been beat too much
Till you spend half your life just covering up

CHORUS

Born in the U.S.A.
I was born in the U.S.A.
I was born in the U.S.A.
Born in the U.S.A.

Got in a little hometown jam
So they put a rifle in my hand
Sent me off to a foreign land
To go and kill the yellow man

CHORUS

Come back home to the refinery
Hiring man says, "Son if it was up to me."

Went down to see my V.A. man
He said, "Son, don't you understand now."

Had a brother at Khe Sahn
Fighting off the Viet Cong
They're still there he's all gone

He had a woman he loved in Saigon
I got a picture of him in her arms now

Down in the shadow of the penitentiary
Out by the gas fires of the refinery
I'm ten years burning down the road
Now here to run ain't got nowhere to go

MORE...ON THE WAR

All Access Music Group report that KVI-A/SEATTLE is running a TV campaign in support of the IRAQ war but wants its listeners to pay for it -- literally.

The spot, part of what KVI calls the "Real Peace" campaign, was produced by the station, which paid for the initial airings, but the station is asking listeners to donate to buy more spots, saying: "Fed up with the mainstream media's message of anti-administration, anti-American-military, anti-EVERYthing that really matters???"

"KVI is ready to launch a unique TV campaign ... and YOU can help! Here's your chance to take a stand." The station says it received over \$107,000 in two days and wants to raise enough money to take the spot national. The station's appeal notes that donations are not tax-deductible.

GOVERNMENT PLANNING COCK-UP

Sydney's AM radio masts have been at a location known as Homebush Bay for over 50 years. (not far from the Olympic Games site) The location was chosen as being perfect for AM transmission because it's central to all of Sydney and the land is salt marsh which makes for good sound propagation.

Now it seems the stations may be forced to move their transmitting towers...at a potential cost of aus\$40million ...because of health and safety risks to residents in a 1200 unit development being built right next door.

The interesting thing is that the State Government was warned about electromagnetic radiation from the high-powered transmitters as far back as 1998...yet they still went ahead

and OK'd the development.

When construction began about 14 months ago the broadcasters alerted the Australian Communications Authority...the Govt. watchdog... about the impending dangerous situation. They told the authority that there was significant risk to the new residents of the development which is being sold off the plan.

One of the towers is, in fact, just 200 metres off one of the houses which puts the residence in the "drop zone". That's an area which is kept clear in case a tower comes down...which one did in Brisbane recently when it was sabotaged.

This whole situation is an expensive embarrassment for the current State Government who are facing an election this month. Any loss of audience for the radio stations could expose it to damages.

It would seem that some flunky in the Government planning department didn't understand what radio transmission masts actually do, and how they do it, so the go-ahead was given to the developers without any research or investigation.

The fact that the Government is suggesting the broadcasters move to another location also suggests that the powers that be have no idea what's involved in such a move.

Besides which, why should the stations be forced to move from a perfect location where they've been for so long. It certainly should not be at their own expense. So it would be the taxpayer who eventually foots the bill.

Meantime, some lucky owners of the new luxury homes may well discover they won't need receivers to hear radio. They'll be able to hear it through their toasters and water pipes!

PORTABLE PEOPLE METER GAINING GLOBAL ACCEPTANCE

The Portable People Meter (PPM) will soon begin measuring broadcast audiences in Belgium. The Flemish public broadcasting companies in that country will work with Taylor Nelson Sofres to track the audience demographics of their radio and television stations using Arbitron's PPM system.

Looks like the old diary system that we know and hate will soon be out the door.

Meantime, another interesting report from the Arbitron people shows some interesting facts about how listeners react to radio when there's a national crisis. e.g. Space Shuttle,

September 11, etc.

The report says that listeners did NOT leave their regular radio stations, with 94 percent of listeners remaining with the station they usually listen to. As long as the station reacts appropriately to a crisis, listeners stay with their normal station.

Radio did an incredible job, with 91 percent giving radio a 5,6 or 7 score on a 7-point scale of how well radio covered the events.

What did we learn? Listeners recommended that stations return to running commercials a day or two after the event, because it signals a welcome "return to normalcy."

The report was compiled by analysing radio diaries covering that time period, as well as follow-up interviews with a sample of those diarykeepers. Diary participants were very helpful in assessing radio's performance, and voiced strong support for radio's role in a national crisis.

In the report 94 percent of listeners said that they remained loyal to the stations that were their favourites before the September 11 crisis; in part, because these stations changed their programming so that listeners were able to stay abreast of what was happening.

About 30 percent of Americans believe they are spending more time with radio since the attacks. People voiced their support for radio, with over half feeling that radio helped them deal with the crisis and its aftermath.

By being prepared to provide the news that people want in a crisis, stations can further cement the loyalty of their regular listeners.

WE HAVE MAIL

You may remember this letter from the previous issue...

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.

The only response I got for Paul was...

Advice for Paul.....Have you ever thought about radio?? :)
Hehehehe

Mike
FM103.2 - The Heart of Sydney
2 Leabons Lane
Seven Hills NSW 2147

Anybody else got advice for Paul? ian@allaboutradio.net

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

In the heyday of Top 40 radio
we were told to always "keep it
tight and bright" In other words
pacey and happy". In truth, your
on mic presentation should vary
appropriate to what you're doing.
To be "up" all the time is boring.
(as the Bishop said to the...)Woops,
sorry...

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

TOP RADIO PREP SITES

This is not strictly speaking a prep site but, none-the-less,
it's a very interesting concept.

It's called "Transom" and it's been created as a kind of
audition stage for public (community) radio.

You can submit stories, essays, home recordings, sound
portraits, interviews, sound you've found, non-fiction pieces,
audio art, whatever, as long as it's good listening.

The purpose is to encourage new voices and provide a way to get
those voices on the airwaves. Selected pieces will air on

wo Massachusetts stations, with the possibility of national exposure. You can listen to some of the chosen pieces on the site.

<http://www.transom.org/>

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

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

NEXT ISSUE

Stuff.

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