

THE RADIO WAVE  
"Keeping Radio People in Touch"

3rd. August 2003

Issue #19

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By subscription only! Welcome to the 19th.issue of  
THE RADIO WAVE  
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SPONSORSHIP NOTICE

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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.

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

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G'DAY.

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Welcome to issue 19 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](mailto:ian@allaboutradio.net)

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THE THINGS PEOPLE DO (1)  
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In their morning show on KCXX/RIVERSIDE-SAN BERNARDINO Bower and Ginny asked their listeners what they would do to win tickets to Three Doors Down. (U.S. rock group).

The winners? A woman ate canned dog food. Off her boyfriend's feet!

Another woman walked the entire block around the station in a bikini made from whipped cream.

And a third put a tarantula into her mouth.

Interesting bit of research here. All were listeners of the female persuasion.

Does this mean the girls are getting crazier than guys? Maybe it's just that the rock group has more female appeal.

Be interesting to see what Ozzy Osbourne fans would do!

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THE THINGS PEOPLE DO (2)  
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Dennis Jordan...alias T-Bone...of 98.9 The Rock in Kansas City, U.S. taped 100 Powerball tickets to his otherwise nude body and stood on the Shawnee Mission Parkway and let people take the tickets.

The police arrived at 7.40am after he'd been there about 10 minutes, by which time there was only about 15 tickets left.

He was arrested and charged with public nudity and disorderly conduct then released with a notice to appear in court.

And there it is! Part Two of the stunt! Guess what he should turn up to court wearing?

Instant publicity!

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WHAT'S IN A NAME?  
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On air people...Something for your listeners to check out.

PowerGen is a large UK company who sell electricity...

Powergen have formed an Italian division. They went for the obvious company name and registered the domain for it in the company name.

No, this isn't a joke they really have done this.....

[www.powergenitalia.com](http://www.powergenitalia.com)

I believe that the marketing director is now seeking an alternative position....

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#### ANOTHER CLEAR ATTEMPT AT TAKEOVER

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In another move toward world domination, (today the world, tomorrow the universe) Clear Channel is hoping for a grab at what was one of the first legalised land-based commercial stations in the UK...Capital Radio in London.

Clear Channel have said they would make an approach when ownership rules are relaxed in Britain.

However it looks like Capital will fight back any takeover attempt. CEO David Mansfield said he wouldn't talk to Clear Channel because the two companies would experience "a major cultural clash."

Mid-dawns and weekends networked from San Antonio!

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#### THE FACTS ARE CLEAR

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Worth checking out...

ClearChannelSucks.org is a free speech website dedicated to educating the public about entertainment giant Clear Channel.

Clear Channel owns over 1,200 radio stations and 37 television stations, with investments in 240 radio stations globally, and Clear Channel Entertainment (aka SFX, one of their more well-known subsidiaries) owns and operates over 200 venues nationwide.

They are in 248 of the top 250 radio markets, controlling 60% of all rock programming. They outright own the tours of musicians like Janet Jackson, Aerosmith, Pearl Jam, Madonna and N'Sync.

They own the network which airs Rush Limbaugh, Dr. Laura, Casey Kasem, and the Fox Sports Radio Network. With 103,000,000 listeners in the U.S. and 1,000,000,000 globally (1/6 of the world population), this powerful company has grown unchecked, using their monopoly to control the entire music industry.

If you find this alarming, ClearChannelSucks.org is the place for you.

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WIN A NATIONAL RADIO SHOW?  
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I received this e-mail from Peter at Radio Veronica

<Hey There!

Thought you might be interested in this, a new reality show is going to offer a chance to WIN a national radio show!

Kind of like American Idol for DJ's - interesting concept - I heard Don and Mike talking about an idea like this a couple of months ago - which Don claimed to have patented - don't know if this is the same one or not - Oh well, worth a shot -I'm in!

This link goes to the info and entry page - which is being run by a professional casting company.

<http://tinyurl.com/hck3>

This is the ad I saw:

Win your own National Radio Show!

Are you a DJ? Think you got what it takes to move the masses?

Coming to TV next summer: America's Radio DJ!

- Apply for the show

- Win your genre category

- Get a national radio show!

Apply for America's Radio DJ!

<http://tinyurl.com/hck3>

Anyway - hope all is well with you - good luck if you choose to enter - If nothing else it will be a good story to tell. and at best - well, the sky's the limit!

Here's hoping one of the good guys wins.>

Then came this from Peter...

<Sorry to bother you again - but the America's DJ contest info that I tipped you to before has a rule which I had not read prior to sending my first message - You can not enter if you have been employed FULL TIME at any radio station.

Sorry - I guess they are looking for the ultra-elusive talent that has never been a pro - but somehow should be one - I guess this would be a cool thing to pass on to any talented interns or college kids that you might know.>

So I clicked the link...checked it out...and sent this e-mail.

<I am a broadcast pro who sends out a monthly e-letter, "The Radio Wave" to radio people around the world.

I'd like to mention the America's Radio DJ competition in the next edition. Could you answer these questions?

1. What organisation is actually doing this?
2. Have you had any genuine interest from the TV networks. If so...which?
3. What would the TV show format be? Just watching radio DJ's would be a bit boring.

Hope to hear from you.

Regards,

Ian MacRae

[www.allaboutradio.net](http://www.allaboutradio.net)  
[www.radioschool.org](http://www.radioschool.org) >

My message bounced back.

I smell a con.

The New York Post's John Mainelli, (one time great radio P.D.) seems to agree. He pointed out that that the proposed reality TV show is requiring contestants to pay \$19.95 to enter, while other reality shows do not require an "application fee."

He says promoter MORRE ENTERTAINMENT has taken in \$400,000. in another reality show promotion for an auto racing show that has not begun production two years after collecting the money.

'nuff said.

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HE'S BACK!!

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One of BRITAIN's most well-known TV personalities returns to radio after a 20 year absence.

NOEL EDMONDS will take over BBC RADIO 2's afternoon show for two months as JOHNNIE WALKER continues to undergo cancer treatment.

EDMONDS did mornings on BBC RADIO 1 starting in 1973 as he built a TV career with hosting duties on "THE MULTICOLOURED SWAP SHOP" "TELLY ADDICTS," and "NOEL'S HOUSE PARTY."

He's been behind the scenes for the last decade, operating his production company.

Actually I have connections with both of these people.

I worked with Johnnie on Radio Caroline during the "pirate" days.

As for Noel he probably isn't aware of any connection but when I was promoting and presenting Mr Puniverse contests (the real skinny guys) I was invited to take the Australian winner to London to compete against the UK winner on Noel's TV show.

I took a camera crew with me with the idea of making an entertaining TV doco out of the project. I'd even got permission from the BBC to use some of the footage from the TV show when the two "punies" shaped (?) up.

Unfortunately, just after we arrived in London, there was a terrible accident during a stunt being filmed for the show. (Unrelated to Mr. Puniverse)

A viewer had won a competition to make a bungy jump from a crane. The cables broke and he was killed. Noel was so distraught he cancelled any further shows in the series.

So we came home with no TV appearance and without the important finale to the doco...our bloke winning. Which, by the way, he would have done. I saw their winner. Until he turned sideways.

Meantime my best wishes to Johnnie and may he come through this fit and well.

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PORTABLE PEOPLE METER LATEST  
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I've had a number of subscribers asking me what happens if a listener is carrying a PPM and goes into a retail outlet, for example, where a radio is playing. Does this count? You're not REALLY listening because you're probably more intent on

choosing your product than paying close attention to music.

Looks like Arbitron have been working on this judging by the following media release.

< Arbitron Inc. will enhance its Portable People Meter (PPM) system-an electronic audience measurement system-to include the ability to distinguish between in-home and out-of-home media exposure.

The PPM is the only electronic audience measurement system currently designed to track exposure to television and radio both in and out of the home.

The enhanced PPM system employs radio frequency codes transmitted at very low levels by the PPM household collector to determine if consumers are in their homes or outside their homes when watching broadcast and cable television or listening to radio.

Arbitron will also add two new features to the PPM, which are important for the requirements of audience measurement in international markets.

The company will offer a wireless Global System for Mobile (GSM) modem, in lieu of the existing landline modem, to accommodate the increasing penetration of homes with only a wireless phone.

In addition, Arbitron will offer a portable recharger, which allows the PPM to store multiple days of media exposure data.

All three new features will be integrated into the PPM system in early 2004.>

So there you go.

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WE HAVE MAIL  
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Looking back on your May issue in regard to listening trends, you quoted various figures from Arbitron regarding radio listenership during the Iraq war.

I manage the newsroom for a slightly "left of field" media organisation, Informatel. We provide News and Information services for Australians on the telephone via IVR (Interactive

Voice Response) services - press 1 for this press 2 for that etc.

During the war on Iraq, and in fact looking back on my figures for the US incursion in Afghanistan and the aftermath of 9-11, people calling our telephone service, simply to hear the latest news on the issues, went ballistic.

The number of callers were up 1204.44% for the Iraq War, 482.74% for the Afghanistan incursion, and 3948.43% in the immediate aftermath of 9-11.

Radio does it well, and generally delivers, but in some cases, and this is where I get concerned about automated stations, the public are let down badly, and look for alternative media. If the customer goes elsewhere, it's usually the shopkeepers fault.

Artie

Informatel On Line Pty. Ltd.

COMMENT: Well said Artie. It's those twin providers of customer dissatisfaction Automation and Networking.

I'm always pleased to hear your thoughts on this, or any other subject. [ian@allaboutradio.net](mailto:ian@allaboutradio.net)

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MORE MAIL  
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Hello Ian.

Thanks for the latest 'allaboutradio', certainly a couple of thought provoking networking articles in there. It's a pity 'programming passion' couldn't be fused into a corporate goal of "local people having real fun, making improved local profits, by making more relevant local radio". I can but dream !

And before I forget, belated Birthday wishes for last week wasn't it ? As somebody once said, radio announcers don't get older they just move on to a (s)lower rotation. This Capricorn radio person turns 'TOP 40 + 10' ( just like Howard Stern !) on January 12, where have the years gone ?

Macca, I appreciate your input and enthusiasm with 'allaboutradio'.

Kind regards.

Ian Wright, Victor Harbor via Adelaide.

[ianshome@inet.net.au](mailto:ianshome@inet.net.au)

2003-07-06

COMMENT: Thanks Ian. Would everyone please mark it in their diaries for next year? June 22nd. Thank you.

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

Do you know someone who REALLY likes you? Just the way you are. Regardless of your faults.  
If you don't...make somebody up.  
That's the person you should be talking to when you're on the air.  
One to one.

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

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### TOP RADIO PREP SITES

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[www.alternet.org](http://www.alternet.org)

This is a terrific site especially for Talk Radio people. It often gives an alternate spin to current stories by the mainstream media.

They list their overall goals as...

To bring high quality journalism to a broad audience

To promote underpublicized journalistic work

To provide a community for debate and discussion on a range of issues

To provide links and information that encourage engagement and inspire activism

To highlight innovative ideas and grassroots success stories

To provide easy access for researchers, journalists and the public to a comprehensive database of independent journalism

To promote awareness of youth issues and encourage young writers

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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.

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