

THE RADIO WAVE

"Keeping Radio People in Touch"

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Issue #20

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THE RADIO WAVE

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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
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anywhere in the world where professional commercial radio
is established.

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G'DAY.

Welcome to issue 20 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.

Your comments on anything you read here are always welcome especially if you feel strongly about something or even if you disagree with me.

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

RADIO POWER

Radio came into its own and did what it does best becoming the primary source of information when the Niagara/Mohawk power grid failed. This caused the huge power outage from Ottawa to New York City, Albany, Detroit, Cleveland, Toronto and many other major cities.

The blackout forced some stations off the air but many got back on using backup transmitters and power supplies.

Airports and subways were affected and people trapped in elevators.

Gotta be a movie in this. But what do you bet it'll show people turning on their TV's to get the latest news? Even though there's no power. They'll probably find an explanation such as battery power.

In movies you never see people going to their radios for breaking news unless the story is set in pre-TV days. But then I guess movies rarely reflect real life.

PRANKS GALORE (1)

Californian election candidate Arnold Schwarzenegger is giving stand-up comics and radio prep services endless material from his campaign for Governor.

Josh Thompson on Atlanta's WKLS does a pretty good impersonation of Arnie and initially put it to good use by causing a bit of havoc when he called the Fox News Channel.

Emboldened by this catch he then spread his net wider and rang a couple of talk stations in Sydney, Australia.

First he rang John Stanley at 2UE. Being a journalist our John was not caught out. His suspicion antenna was activated so he

asked the caller for his birth date. Josh didn't know. Gotcha!

However "Arnold" had more luck with Chris Smith on 2GB, also on the afternoon show. Chris came in hook, line and sinker and it wasn't until the call was over that he began to have second thoughts. So he got his producer to call "Arnie" back and this time ask him what was Maria Shriver's middle name. This time "Arnie" was caught out. A bit late.

Josh then tried a Brisbane station but it didn't even get to air as the producers caught on to the gag. More than likely after a tip-off from their sister station in Sydney.

Meantime, the real Arnold had his appearance on Howard Stern's syndicated morning show canned because of concerns about giving all the other contenders equal time. Given the number of contenders in this election that could've filled the show for the next month.

PRANKS GALORE (2)

In Scotland the Radio Authority is investigating radio Forth 2 for indecency by a Roman Catholic priest! Father Andy Monaghan, late night advice-show host, took a call from a woman who claimed to be battling cancer. Then, before the call ended, she offered to perform a sex act on the priest.

So, in this case, it was a caller pulling one on the presenter. Or, at least, offering to.

PRANKS GALORE (3)

Sydney CHR station 2DAY-FM has their Black Thunder out and about inviting people to piss in a bucket. The sound is broadcast and the pisser who produces the most urine on that day wins an iPod digital music player.

I guess the stunt has attracted some publicity which is what stunts are all about but how cheap and nasty do you have to go and what does something like this do to the overall image of the station? If anything it indicates an air of desperation in the promotions department if this is the best they can do.

Please note I've avoided any gratuitous and corny pee in a bucket gag lines in this story. Thank you.

PRANKS GALORE (4)

Mark Fontes, 21, a listener to Tucson Top 40 station KRQQ, got involved in their "Psycho Seat" competition. Contestants were

competing to be the station's silly stunt person on the morning (breakfast) show with listeners voting for their favourite prankster.

Mr. Fontes had already got himself noticed by bursting into a restaurant and singing "I Will Survive" to an audience of bemused diners.

Then he decided to go one better. President Bush was due to visit the local air force base and the intrepid Fontes promised he would get his prospective employers an interview.

So he conned a fighter pilot's uniform from a neighbour and actually got through security posing first as pilot then, when it looked like he was about to be sprung, as a journalist.

Anyway he was caught out when he was heard discussing getting Dubbya on the phone with someone, possibly the radio station.

The story goes on and on including an alleged tape recording on which the station's morning host promises Fontes \$1,000 if he can bring the Pres. to the phone. The FBI got involved and now the would-be prankster is being investigated.

Meantime the station has distanced itself from the case saying it was just a listener performing a stunt off his own back.

Mark Fontes said: "I was led to believe that I was being backed by the radio station, and when push came to shove they threw me under the bus. I got used for their publicity is what I feel like."

C'mon Mark. As if a radio station would do that.

A CLASSIC REMARK

A comment by classical station WQXR New York got presenter Greg Whiteside fired but it seems the offending remark was not even on the air but made to a colleague in the newsroom and was overheard by someone.

Greg said: "I was speaking privately to a dear friend...they've destroyed an innocent man. I gave my life to that place. This wasn't a job for me. It was a way of life".

Sounds like he needs to GET a life and this could be the perfect opportunity. Mind you, getting fired without severance pay seems pretty tame if you recall that female radio presenter in Iraq who had her tongue cut out for saying something negative about

Sadam Hussein's wife in a private conversation.

CLEARCHANNELSUCKS HACKED?

Last issue I mentioned the web site www.ClearChannelSucks.org which is a free speech website dedicated to educating the public about entertainment giant Clear Channel.

The site has been down for at least a week if not more. Appears to be a technical problem with their server. As a reader suggests it will be interesting to see if it gets fixed or if it's been hacked. (read "sabotaged")

Conspiracy theorist? Moi?

TIME TO PULL OUT THE DIGIT-AL

A survey by The Consumer Electronics Association in the U.S. shows that consumers are good and ready for satellite and digital radio.

It shows that 94% listen to the radio in their cars, and 67% of those believe the sound quality of their radios is not as good as that of CDs.

Obviously young listeners are more likely to be interested in digital or satellite radio. 49% of listeners are interested in radio with CD quality sound, and women (51%) are more interested than men (46%) in satellite radio.

The study also claims a lot of interest in radios that display information, such as weather reports (62%), traffic updates (51%), and song title and artist (50%).

I saw an interesting comment by a radio engineer this week. Being a little cynical about digital radio he said: "Don't forget...our ears are analogue!"

LATEST NEWS ON THE PORTABLE PEOPLE METER

Australia's David Rogerson took center stage at the recent Worldwide Audience Measurement conference in Los Angeles as he evaluated where electronic audience measurement will take the world of radio programming.

Research professionals from around the world listened as David presented his evaluation of how audience insights revealed by Arbitron's Portable People Meter (PPM) can help guide radio today.

Here are some of the insights from the PPM data.

There Is Phantom Cume

The PPM is picking up increased listening occasions, as well as the number of stations radio listeners are tuned to. It is something programmers have suspected and experienced for some time in "real life," but until now had nothing other than anecdotal evidence to back them up.

PPM data finds that listeners tune in to radio on average 4.4 times a day as opposed to an average three occasions reported by diarykeepers. The number of stations PPM carriers listen to is close to twice as many as diarykeepers.

Reach Is Up Significantly

Reach across all format types also shows significant increase when comparing PPM to the diary. The number of times on an average day a listener turns the radio off and back on again is significantly higher when recorded by electronic measurement. On average, listening occasions double when measured by the PPM.

Station Ticket Giveaways as Measured by PPM

David said: "It is clear that if listeners are returning to radio 4.4 times a day, you have to market to them to remind them to return to your radio station. e.g., 'When you need to relax tune to MIX 107.8,' or 'When you need to know how the traffic's going, tune to News Radio 800 AM.'

Showing 'usage' of your station will likely be the theme to use in external marketing."

All Quarter-Hours Are the Same

Current programming "givens" about the value of the first and third quarter hours virtually go out the window. Analysis of data from PPM carriers revealed almost equal percentages of listening start times around the quarter hour."

"The PPM data tell us that there is no difference in quarter hour listening," said David. "Every minute of every quarter-hour counts-totally revamping the need to cluster commercials-and making every music track and talk-show subject equally important to keeping listeners."

WE HAVE MAIL

A letter in the previous Radio Wave said...

<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.>

I received this response...

Dear Ian,

As usual I've enjoyed the latest newsletter of yours and have a comment for you about the above e-mail.

I wouldn't think Informatel is "slightly left of field" as Artie puts it - it is product of the evolution in technologies and people's needs.

What's very important about Informatel is I believe it's based in Melbourne and would provide some very worthwhile experience to any journalism/radio students in the area.

With the collapse of regional radio as a full blown training ground for nearly all radio occupations (except sales ;) - I believe it's great that there are companies like Informatel to start to rebuild that "foot that radio shot itself with".

I've never had any dealings with Informatel or any connection with them - just read about them and it seems that they are providing an opportunity for a few to bridge the gap to some extent - though I'm sure nothing can replace real experience on radio in a regional market.

Kind regards,

Marcus Fitz-Gerald

Brisbane

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COMMENT: Yes, I believe Informatel do provide experience for newbies. And good luck to them.

By the way I just love getting reader's thoughts and responses to stuff in this newsletter. Just send them to...

ian@allaboutradio.net

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

For radio stations...there's
nothing like a good brainstorming
session to produce more ideas
than you can possibly use. This
means the ones you do employ
will be the strongest. But,
invite everybody, not just the
on-air people.

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

TOP RADIO PREP SITES

<http://rip-n-read.com>

RIP-N-READ Radio Prep - "Always Under 15 Seconds!". ...
RIP-N-READ Radio Prep is Safe FAST Timed Daytime Prep with
Teasers to keep listeners tuned.

It's designed for daytime jocks working a tight music
format with very few and very short talk breaks.

However it's not free and it's certainly not cheap.
But if you can get the station to pick up the cost....

A FINAL NOTE FROM THE EDITOR.

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

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industry who would like to receive THE RADIO WAVE they should

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