

THE RADIO WAVE
"Keeping Radio People in Touch"

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THE RADIO WAVE
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SPONSORSHIP NOTICE (SHAMELESS PERSONAL PLUG)

FOR RADIO WAVE READERS WHO LIVE NEAR SYDNEY AUSTRALIA
Radio schools are not all the same. As you investigate each
school, it will become quite obvious that each school offers
different levels of training in radio broadcasting.

Unfortunately, some radio schools, amount to nothing more
than social gatherings with little or no time devoted to
the student's true needs and expectations, often using outdated
or poorly functioning equipment.

Whilst other schools, which may be affiliated with a university,
are excellent, utilising today's equipment, but, beyond the
reach of most students because of their limited annual intake,
geographic location or high entry fees.

An interesting exercise is on the home page of our radio
school site where you can "rate a radio school"

Please note the new URL for the school.

www.radioschool.biz

G'DAY.

We have a whole lot of new subscribers from this issue so a
very special welcome to you guys.

This 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

GREGG WHITESIDE...AAHHH! NO MORE!

I'm still getting the occasional email asking me what Gregg Whiteside said in the corridors of classical station WQXR New York to get him the sack. I DON'T KNOW! NO-ONE KNOWS!

But if you want to sign the petition to get him back it's at <http://www.petitiononline.com/gwp3wqxr/petition.html>

Now leave me alone.

FINES, SACKINGS AND OTHER FUN (1)

Well, let's see who's been in trouble since the previous Radio Wave.

Active Rock KUPD Phoenix was hit with a US\$4,000 fine for an on-air telephone call its then morning man Beau Duran made back in October last year.

He called the WIDOW of the St. Louis Cardinals pitcher Daryl Kile and asked if "she had a date" for a game between St. Louis and the Arizona Diamondbacks.

As a result Beau Duran got the flick.

The station was fined because Duran failed to tell Flynn Kile or a hotel operator that the conversation would be on the air. They should've also been fined for bad taste.

(2)

Explicit discussions on sex on radio about sex are a no-go zone in Singapore.

The local regulators, The Media Development Authority, imposed a £8,000 penalty on English language station WKRZ for raunchy content.

In a statement on its website, the MDA said The Morning Show programme broadcast on July 27 had featured explicit discussions on sex.

The disc jockey had requested a 21-year-old woman simulate a sex act for him on air after she had discussed her sexual preferences in detail. She agreed and the regulator said it received complaints from the public that the content had been distasteful and offensive.

The DJ was sacked the day after the show.

Nice place Singapore...but I wish they'd lighten up.

(3)

Marc-Antoine Audette of CKOI/Montreal has struck again with his impersonation of the Canadian Prime Minister Jean Chretien.

This time Paul McCartney was his victim. Paul was kept on the line with the promise of an award of the Order of Canada and a dinner invitation until snippets of Beatle lyrics started to be included in the conversation. That blew Audette's cover and McCartney tumbled to what was going on.

Paul said he'd sue but then laughed and said he was kidding.

Audette's Chretien impression has sucked in people like Britney Spears (couldn't have been too difficult) and Steven Spielberg in the past. It must be good.

MORE FINES (Thanks Bob)

In a Notice of Apparent Liability to Monetary Forfeiture, the FCC said a broadcast on Infinity Broadcasting's WKRK-FM included explicit and graphic sexual and excretory references during separate discussions with nine separate people. Such language is banned under FCC rules.

Infinity was given 30 days to contest the notice. In earlier filings with the FCC, the company argued that no penalty could be assessed.

This is because Infinity believes that the FCC's definition of indecency is unconstitutional.

Bob Price
bob@box701.com

COMMENT: What a load of excretory references!

"LET ME REPEAT..."

From the Salt Lake Tribune...

"This station allows you to make radio fun," said Dale Nelson of KSUB radio in Cedar City, Utah. "You can't take things too seriously."

That's a good attitude, considering what happened while the station was airing a feed of Mormon Church Apostle M. Russell Ballard.

While Ballard was sermonizing about the "pernicious evil" permeating the entertainment media, the data stream overloaded the station's digital buffer just as he was lamenting about sex, causing that word to repeat until the buffer reset.

"It was 'sex, sex, sex, sex, sex...' for 24 seconds," Nelson said.

The station says it didn't get any complaints from listeners.

COMMENT: They were probably too busy following the commandment.

INTERNET RADIO - FAR FROM DEAD

According to an RRadio Network Survey, females 19-34 and 35+ are showing a strong affection for Internet radio.

When asked, "How many of your friends listen to radio online?", both female demos scored higher (as a percentage) than their male counterparts:

44 percent - females 19-34
42 percent - females 35+
36 percent - males 19-34
34 percent - males 35+
have five or more friends who listen to radio online.

70 percent - females 19-34
67 percent - females 35+
56 percent - males 19-34
53 percent - males 35+
have three or more friends who listen to radio online.

To the question "How many times a day do you tune to different Internet radio stations?", responses were:

52 percent say they stay on the same station all day.
26 percent tune to two stations.
12 percent change stations three times a day.
5 percent go through four stations.
5 percent listen to five or more stations in a day.

Figures come from 2,153 responses to RRadio Network's Survey 18.

COMMENT: Hint to Internet Radio operators...skew your music more female.

RADIVO?

In the US Tivo is revolutionising the way Americans watch TV. It allows them to time-shift programs and eliminate commercials. It's obviously a big concern to the networks.

Now it seems that radio listeners would like something similar. That's according to a Forrester Research piece released from their Consumer Technographics 2003 Retail & Media North America Online Study.

Thirty-one percent of consumers are interested in Tivo-like recording features in their radio listening. Radio recording features would be popular.

As with television, 45 percent of online consumers would like to skip commercials easily.

18 percent wanted to record sessions of radio programs and 17 percent said they'd like to pause live radio broadcasts, even though no current device includes such features.

But, no doubt, one day...

THERE'S NO RUSH

Top US Talkmeister Rush Limbaugh announced he was going to Take leave of absence from his program because of a drug problem.

He told his listeners: "I have tried to be honest with you. I need to tell you that part of what you have read is true. I am addicted to prescription medications. I started taking these medications 5-6 years ago following unsuccessful spinal surgery."

"I have had pain in my lower back and now in my neck. Rather than opt for more surgery I chose to keep taking pain medications, which were addictive. I have checked myself into a facility to break the addiction following my broadcast today."

"I will spend the next 30 days breaking this hold this medication has had upon me. I am not making excuses. I am no role model. People who face their difficult problems without help everyday are role models. I take full responsibility for my actions."

"Presently authorities are conducting an investigation. I have been asked to not make public comment about this. I will say stories contain inaccurate information. I deeply appreciate your continued support. Now I want to ask for your prayers."

Premiere Radio Networks Kraig Kitchen said, "Rush will be back. This is not about his legal issues. I honestly do not know where that stands, that is between Rush and his attorneys. This is about giving him a chance to focus on his health. We think he will be off for about 30 days. We support Rush and have every intention of his return."

Rush will be replaced by his regular guest hosts and some hosts to be announced.

Infinity's Don Imus commented, "Rush is a fat, pill-popping loser and an undisciplined slob who was turning his maid into a drug pusher; suck it up, fatso, and stop taking 100 pills a day."

Meantime stand-up comic Argus Hamilton said: "Rush Limbaugh was profiled Monday in a Newsweek story that says he took thirty Vicadin a day. He has checked into a rehab. If he comes out clean, Republicans plan to ask the clinic if they have a program to help President Bush withdraw from Iraq."

BBCClassics

The BBC has recovered a whole heap of classic shows from recordings made by listeners. Many of them were thought to be lost forever.

Included in the line-up, which will be broadcast, is a 1963 live performance by the Beatles, a concert by the Rolling Stones, a comedy show featuring Monty Python's Eric Idle and an entire Kenneth Williams comedy series.

It seems that many of the BBC's pre-70's productions were destroyed so the tapes could be re-used. How often have I heard that story.

In fact I know of one radio station that, when it converted to FM and changed its name, trashed everything to do with it's previous existence. And I mean EVERYTHING. Old posters, stickers, letterheads, photos, labels etc etc. What they did was wipe out something like 60 years of history.

There's a word for that and the word is vandalism.

WE HAVE MAIL

The majority of our readers are not in Sydney so would not be aware of the stations mentioned here. However this follows a similar letter from a subscriber in the UK in the previous Radio Wave and I'm sure you'll get the message.

< Not quite a direct comment, but I too lament the loss of good music stations - especially in Sydney. If your into duff duff / hip hop you have Today and NOVA. If you like (mainly) the 60's and 70's 'pop', you have WS. Mix is too light and fluffy and MMM seems to have totally lost the plot.

What happened to the 'true' rock station a la say 96fm in Perth when it first started?

96fm billed itself as an 'album rock station' way back then and we could hear the latest stuff as well as a goodly percentage of 'classic' rock.

There is nowhere in Sydney (I am aware of) my age group (40-50) can tune in to hear the music we used to hear back then - with many of the artists of that 'era' STILL making music such as Yes, Moody Blues, Alan Parson Project, Chicago, ELO, Mike Oldfield, Manfred Mann's Earth Band, Toto, Steely Dan, Pink Floyd (other than the Wall or DSof TM), Fleetwood Mac, The Eagles (other than Hotel California), Led Zeppelin (other than Stairway to Heaven) etc.

Oh occasionally they throw a 'flashback' in, but it mystifies me that when these current 'rock' stations create their Top 100 countdowns or compile their top album lists, they don't seem to get the hint from the voters (the public) there IS music we would like to hear more of.

Surely this age group - which in a lot of cases has money to burn (look at the cars they drive, the surround sound home theatres system they buy and all those DVD's) - is a demographic that some smart PD / MD would pick up on?

Or like MMM have I too lost the plot :)

David Hague

Any comments? ian@allaboutradio.net

TOP RADIO PREP SITES

www.interprep.com

Three services to choose from:

*InterPrep PRO: The Cadillac of prep services with pages and pages of topical show prep, phone starters, bits, Hollywood news, trivia, audio, and more.

*InterPrep COUNTRY: Recently improved, this is a must-have for any country jock. You're loaded each day with the latest country music news, trivia and artist info, plus topical show prep, offbeat stories, etc.

*InterPrep LITE: Great prep for a more-music show.

FREE SAMPLE: To sample any of these services FREE FOR 2 WEEKS visit <http://interprep.com/sample/>
HOT TOPICS

Some of the topics currently being discussed on the Radio Pros Forum. REGISTRATION IS FREE...

>> Any on-air talent or PDs out there subscribe to XM or Sirius satellite radio? Share your reviews...
<http://www.interprep.com/forum/showthread.php?threadid=118>

>> How do you handle the listener who gets through on EVERY contest multiple times every time...
<http://www.interprep.com/forum/showthread.php?s=&threadid=117>

>> Let's talk promotional planning for 2004...
<http://www.interprep.com/forum/showthread.php?s=&threadid=108>

A FINAL NOTE FROM THE EDITOR

The plan is to grow the list of people taking this e-letter, and encourage interactivity from our readers.

To do this I need your help.

If there is anyone you know either in or outside the radio industry who would like to receive THE RADIO WAVE please simply ask to be subscribed by sending a blank e-mail to:

radiowave@allaboutradio.net

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