

THE RADIO WAVE
"Keeping Radio People in Touch"

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Issue #24

Ian MacRae, Editor, radiowave@allaboutradio.net

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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the student's true needs and expectations, often using outdated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.

So...here we are...2004.

Pretty creative opening line hey?

Since the last issue of 2003 I've had quite a few new subscribers which is really encouraging. You don't have to be actually on air to be part of the fun.

In fact, 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

Meantime may I wish you and yours a truly terrific, successful and happy new year.

And for those of us who worked through the holiday season... don't you now have a feeling a satisfaction to know that you kept the wheels of the industry turning and were there for your listeners? No? Oh, OK....

WE HAVE MAIL

I promised the sender I'd re-run this message because last issue I put in the wrong version with dud spelling and formatting etc. So...here it is...

Hi Ian,

I was wondering if in the next issue of the Radio Wave you could give a plug to a project I'm working on.

I'm trying to create a website for people who are in community radio who want to help each other create great sounding radio by sharing their skills and knowledge.

please visit <http://home.iprimus.com.au/dkaarma/radioexchange> for more info

Cheers

Daniel Kaarma
dkaarma@iprimus.com.au

COMMENT: Nice idea Daniel. Let us know how it goes.

MORE MAIL

Hi Ian,

Thank you for your efforts this year. It has been great to see the way your newsletter has developed. Wes (an avid reader who once found a used tea bag in his Weeties in one of your 2SM breakfast competitions!)

COMMENT: Thanks Wes. Was the tea bag supposed to be there? I really have forgotten! So many silly stunts...so little time...

ANOTHER ONE BITES THE DUST

An enquiry exonerated British PM TONY BLAIR from responsibility for the suicide of weapons inspector DAVID KELLY but blasted the BBC for its reporting that the Government had "sexed up" it's dossier on Iraq to make a stronger case for the war.

In the wake of all that, the BBC Chairman GAVIN DAVIES handed in his resignation and he's now been followed by the Director General GREG DYKE which was no doubt then followed by much jubilation and celebrating in the corridors.

THE SOUNDS OF SILENCE

Still with the BBC only on a lighter note. Even though the note can't be heard.

Radio 3 broadcast a performance by the BBC Symphony Orchestra of John Cage's "4'33" which in length runs to just that...four minutes and thirty three seconds...of complete silence.

Yes, it consists of an orchestra sitting in dead silence for exactly 4 minutes and 33 seconds and doing nothing. They had to turn off the emergency back-up program which automatically cuts in when it detects silence on air.

I'm sorry I missed it. The BBC Symphony's version of 4'33" is probably one of the best!

"...AND NOW BACK TO THE COUNTDOWN"

Casey Kasem has chucked it in after all these years as host of American Top 40.

He started with 7 stations in 1970. In 1982, Watermark, the production company responsible for 'AT40' was acquired by ABC Radio who proceeded to take the show away from long time affiliates in markets where ABC owned stations.

Casey originated today's music countdown format, which includes, in addition to the songs, biographical details and tidbits about the artists.

That format began somewhat by accident when Casey was a DJ in Oakland, California in 1962 and the station manager wanted him to change his format from improvised, wild-track comedy characters and sketches that were the staple on radio at the time.

"Wedged in the door of the studio was a big trash barrel, and on top of all of it was Who's Who in Pop Music," Casey said. "I looked at those little thumb nail sketches, and I was on my way to do what I am doing today, counting them down."

Although he's now retired from hosting the CHR version of the show he's still countin' 'em down on the Adult Contemporary version from coast to coast.

When the mic was off he wasn't all sweetness and light. Have a listen to him totally loosing his cool in the, now famous, "Dog Death Outtake" at...

<http://radio.about.com/library/virtual/blvirtualdj8.htm>

IQUESTION THIS...

What is claimed to be a new invention has been designed to track in-car radio listening habits.

By the end of March around 500 cars in Atlanta, USA, will be carrying a new invention that monitors each driver's listening and travelling habits.

The device monitors which radio station the driver is listening to...which stations may be flicked to...and where the car is travelling in the metro area.

This is supposed to report on the exposure and effectiveness of radio and outdoor advertising.

The company, IQStat, says they've signed one client and is negotiating with two others, whom they won't name.

IQStat has raised about \$3.2 million in capital and expects that amount to increase in the next 12 months. They say that the information gathered is available to clients over the internet within 24 hours.

People who IQStat select to take part in the program are paid US\$50.

If the Atlanta test marketing is successful, IQStat plans to introduce the system in Tampa next year. The next target markets are Los Angeles, Boston, Miami, Chicago, Dallas and Indianapolis.

Am I missing something here? What is the point of this?

We have 500 people driving around with an extra 50 bucks in their pocket KNOWING their listening habits are being monitored.

Isn't this going to have a psychological effect on their listening process? What sort of person would willingly accept \$50 to be monitored like this? Two words come to mind. "Wacko" and "Desperate".

Also...why would radio stations or advertisers want to pay money for this type of information when, for example, the Nielsen personal people meter is worn on the person, active 24 hours a day and monitors listening habits no matter where the person is and downloads the information daily?

Also...it wouldn't be a difficult task for a radio station to find out who some of the guinea pigs are and add a little "incentive" bonus to the \$50 so the radios being monitored stay on one particular frequency. Oops. What am I saying? Of course no radio station would be so unethical. (!)

As for the outdoor advertising component...OK, it's known where the car has travelled and what billboards it's passed by...but what's to say the driver has actually read and digested the information?

Am I in fact missing something here? If so, I'd love to hear from you. ian@allaboutradio.net

MORE ON PPM's

The UK ratings company Rajar has been heavily criticised by the Wireless Group Chairman/CEO KELVIN MACKENZIE after its announcement that it will do more tests on the Personal People Meters.

He said that the company's announcement is "at best a disgrace and at worst a fraud".

RAJAR tested meters last March and decided not to use them, but says it will test the meters again in JULY this year. However Kelvin says that he believes Rajar won't try the meter system "unless it is ordered to do so by a judge."

Meantime the Wireless Group, which owns Talksport/London, is suing Rajar for not introducing metering which they believe will more accurately measure their station's audience.

WHO'S A NAUGHTY BOY THEN?

In Adelaide, the capital city of South Australia, radio 5AA (five double A) talkback host LEON BYNER has found himself in deep poo.

The Lord Mayor has admitted that he paid Leon about aus\$6,000 for "media coaching" and "media advice" to teach him how to deal with the media and assist him personally.

The Advertiser newspaper claims that Byner offered to use his radio show to "road test" and provide "positive coverage" of council policies. In fact, it seems he'd already submitted

his proposal to a previous administration of the Adelaide City Council before the election and had it rejected.

It also claims that Leon Byner had also made media service proposals to SA Water and AGL (gas company) and had been paid for media training by the Australian Retailers Association of South Australia and the Tea Tree Gully Council.

Seems this "training" involves three two-hour seminars over three weeks to address such issues as "how to deal with media inquiries; how to prevent customer issues festering into media debate; how to respond to customers who have gone to the media; how to be proactive in preventing public duress from impacting on [the company and] preventing a customer becoming a political football."

At the time of writing, the ABA (Australian Broadcasting Authority) is considering whether to mount an investigation.

Considering the fairly recent "cash for comment" cases which involved some very high profile presenters Leon's actions are beyond belief. What's he on?

Meantime in the wake of the newspaper reports 5AA management locked the doors and took the phone off the hook. Sounds like they need some media help. Er...Leon...why don't you...?

GRANNIES AREN'T SUPPOSED TO BE LIKE THIS

A on-air presenter at oldies station WALR-FM in Atlanta answered the studio phone and heard a woman yelling at her 13 year old granddaughter threatening to beat her. She was telling the child that she hated her and that she should have been left in a foster home. The poor kid was wailing in the background.

The station recorded the call and turned it over to the police who traced it to the home of 55 year old Venus Taylor who was arrested three days later and pleaded guilty to child cruelty.

The call was not played to air which may be a pity because it could have been a good cautionary tale. Although, technically, I guess the station was in breach of some law that says you have to inform callers they're being recorded!

SATELLITE RADIO UPDATE (1) XM

This month XM Satellite Radio goes commercial free. It has been running ads on some of its music channels.

The question now is...will they have to increase the monthly subscriber fee of US\$9.99 to compensate?

XM plans to add "Instant Traffic and Weather" channels next month reporting up-to-date road and weather conditions which hasn't gone down too well with the NAB.

The NAB President/CEO EDDIE FRITTS said: "XM SATELLITE RADIO's

announcement today to provide weather and traffic reports to select major markets represents an appalling back-door attempt to bypass the FCC's intent to limit satellite radio to a national service only."

"The announcement also violates the spirit of a terrestrial repeater agreement NAB recently negotiated with XM barring XM from local programming delivery. NAB will explore the legality of XM offering this program service."

"But there is no doubt the 175 million daily listeners of local radio stations know that the best and most reliable source for news, school closings, and weather and traffic alerts continues to be their local broadcasters."

Hear! Hear! Are you listening Clear Channel?

SATELLITE RADIO UPDATE (2) SIRIUS

Meantime over at the Sirius network they've announced their subscriber base at the end of 2003 to be 261,061 and the addition of two new channels - sports scores and financial markets.

It does look like the satellite boys are really pushing their charter to the limits and moving into areas covered by the terrestrial broadcasters. They're gonna need watching!

LOCATION.LOCATION.LOCATION.

The Boston Globe has been jumping up and down about the morning presenter on local news station WBZA.

The newspaper reported that GARY LAPIERRE does some of his programs remotely from his home studio in Florida.

In fact he does two weeks in Autumn/Fall and two weeks each month during winter at home. He said it was just "one of the nice little things the station has done for me" after 39 years of service."

The paper said it was a breach of ethical standards. Gary says he's not being disingenuous or lying to anybody because he never says he's in Boston when he isn't.

The way the technology is advancing this sort of situation will become more and more common. All you need is a sound card in your laptop, a headset and a connection to the station web site and you're on air from your holiday shack by the beach.

And besides, does it REALLY matter where you are when doing your show?

Comments? ian@allaboutradio.net

A GAMBLING HABIT

Also in Florida, and retired 12 years ago, JOHN A. GAMBLING has died of heart failure at the age of 73.

He was the second in three generations of John Gamblings to host the WOR-AM morning show "Rambling with Gambling" in New York.

In 1959 he took over the news/talk show from his father, John B. Gambling, who had started the program in 1925. The program held the title of the "world's longest-running radio show" in the Guinness Book of World Records and was credited with providing the first helicopter traffic report and school closings.

The third Gambling, John R., now has a show over on WABC New York.

A STORM IN A D CUP

STAR-FM 95.7 (Tampa Bay, Florida) thought they could get people's attention by using bras to raise money to fight breast cancer.

The plan was to ask listeners to donate money and bras. Then string the bras together across the Friendship Trail Bridge and give it a catchy title: "Bras Across the Bay."

But the plan deflated when Pinellas County commissioners refused to, well, support the idea.

"Do you have to do this with bras?" asked Commission Chairman Barbara Sheen Todd.

"I just find that distasteful," Commissioner Karen Seel said, "I'm sorry."

Todd and Seel, who both have relatives who have had the disease, stressed that they want to help fight breast cancer. But they said using bras was insensitive to breast cancer survivors.

On a 3-3 vote, commissioners refused to give a permit.

Tammy Beardsley, STAR 95.7 promotion director, said she was disappointed by the decision.

Commissioners suggested the station string pink ribbons across the bay instead, but Tammy said the station has dropped the whole idea and will focus its efforts instead on the Susan G. Komen Breast Cancer Foundation Race for the Cure, planned for this autumn/fall.

The radio station figured, it would take some 4,000 bras to cross the bay at the bridge. The American Cancer Society signed on to accept donations after station officials assured the group they would treat the disease seriously.

Liz Warren, parks department director, said she had a different

worry when she first heard the plan.

"We had a concern that if the bras dropped into the bay, it would choke wildlife," she said.

MECCA MADNESS

A send-up quiz on CJAY/CALGARY has got morning show presenter GERRY FORBES into trouble with the Canadian Broadcast Standards Council who said the bit was "singularly unacceptable" because it criticised Muslims for the 9/11 attacks.

The quiz asked why Muslims are going to MECCA, and one answer was "just a way to build up some frequent flyer miles so you don't have to pay the next time you want to ram an airplane in the stronghold of the Western civilization."

The CBSC, ordering a public apology, said the spot wrongly linked all Muslims to 9/11 and that implying that going to MECCA is done in order to raise money for terrorism is "outrageous."

Quite.

Funny though!

TOP RADIO PREP SITES

"BORED DJ"

This site is now free. It's basically a porthole linking to other possible prep sites but there's also radio gossip and an artist information search function.

<http://boreddj.com/>

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

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

Hey...if every subscriber signed one other person on we'd double our base overnight. The more people we have the more clout we can build in the industry.

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