

THE RADIO WAVE
"Keeping Radio People in Touch"

7TH. March, 2004

Issue #25

Ian MacRae, Editor, radiowave@allaboutradio.net

By subscription only! Welcome to the twenty-fifth issue of
THE RADIO WAVE
You are receiving this because you requested a subscription.
Unsubscribe instructions are at the end of this newsletter.

IN THIS ISSUE

- => SPONSORSHIP NOTICE
- => G'DAY
- => WE HAVE MAIL
- => MORE MAIL
- => AND MORE
- => STERN WARNINGS
- => LISTENING TO THE WIRELESS
- => RADIO GOES TO POT
- => IT'S JUST NOT CRICKET
- => DEES IS THE END
- => YOU'VE GOTTA BE IN IT...
- => A TESTING TIME FOR ALL
- => BREAKING UP IS HARD TO DO
- => SATELLITE RADIO - ONWARDS AND UPWARDS
- => TOP RADIO PREP SITES
- => A FINAL NOTE FROM THE EDITOR

SPONSORSHIP NOTICE (SHAMELESS PERSONAL PLUG)

"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

G'DAY.

Welcome to issue 25 of the Radio Wave newsletter. It's
aimed at people who'd like to be in radio, newbies who've
just started and full-time professionals.

If there's anything you read in it on which you'd like to
comment ...feel free.

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

I hope you found me OK amongst all the sp*m that's flooding into everyone's mailboxes.

I guess SOME idiots are being conned into responding to the sales pitches or the sp*mmers wouldn't bother. What with all the v|gRa and Va.l.ium on offer you'd think that, by now, all sexual dysfunction and tension would have been totally eliminated in the world.

Matter of fact, a friend of mine confused her v*lium with her birth control pills. She had 14 kids, but she doesn't care.

Thank you and good night.

WE HAVE MAIL

The story in last month's Radio Wave about STAR-FM's (Tampa Bay, Florida) aborted plan to ask listeners to donate money and bras then string the bras together across the Friendship Trail Bridge to raise money to fight breast cancer elicited this response from Brian Coleman of Broadcast & Engineering News.

"With regard to the story concerning the fear of the 'bras dropping into the bay'. I figure that if the bras were joined together with their own clips there could be little possibility of this. I could never get those clips undone. Hope this helps.

Brian."
Brian.Coleman@ReedBusiness.com.au

MORE MAIL

Re. last month's story about Casey Casem's retirement and infamous "Dog Death" outtake.

"Hi Ian, just a quick note to let you know that you can hear an unedited version of the famous "death dedication" at:

<http://www.hankhayes.com>

There are also other great outtakes there as well. Take care. Nick Sarames"

Thanks Nick.

AND MORE MAIL

Hi Ian. Thanks for the newsletter - even though I am no longer active in the industry it's great to be able to keep up to date with the real news :-)

Thought your members - especially those in community radio - may be interested in this website for Australian Women's History Month: there's some very exciting things happening in the online program.

www.triviumpublishing.com/womenshistorymonth

The great bit about the online program is that regional and rural Oz get to meet some totally amazing people, including prize-winning international authors. There's a full program on-line.

Better still, you could plan a small function locally and get some fantastic support material and PR from the site. So if you find International Women's Day (8 March) is coming up too quickly, plan to celebrate the women of your community later in the month!

Regards
Joanne Gould

COMMENT: Thanks Joanne. There's a lead for you community and local stations to get involved.

ME WANT MORE MAIL! SEND MAIL! ian@allaboutradio.net

STERN WARNINGS

This past week the U.S. House Energy and Commerce Committee approved a bill that would raise the fine for broadcasting indecent material on TV or radio from \$27,500 to \$500,000 per statement, with no maximum on total fines for an entire incident.

As a result Howard Stern's show has been "suspended" by the Clear Channel Network and Bubba the Love Sponge was fired.

The author of the bill, Fred Upton, a Michigan Republican, said it "will protect young people from indecency and deter companies from pushing the envelope of appropriate broadcasting."

Howard told his audience that he's "had a good ride" but his "time is over." He said "I think we'll be on next week" but he expects to be fired and he'd would move to satellite radio and destroy his former industry.

He said the U.S. is facing "the end of an era. This country is dangerously close to being IRAN. The religious right is winning, we are losing. This is the scariest time in our nation's history... they control the media. CLEAR CHANNEL. FOX. All part of the religious right. We've lost. We've lost our airwaves, our freedoms. We'll be a religious state within 20 years."

Likewise I get a bad feeling from all this. While it has to be admitted that some presenters have been going a bit over the top lately the fact remains it didn't do their ratings

any harm. Ergo- people wanted to listen. There's always the channel change button or off switch if they had objections to the content.

Censorship of any kind worries me and especially when it is instigated by politicians. What gives them the power to say what is indecent or "appropriate" and what is not?

And did Fred consult any of the "young people" as to whether they felt they needed protecting?

Additionally, just like a new tax, once it's imposed it's there for good and will just keep increasing.

All I can say is "!!!**!!++***" you Fred!

LISTENING TO THE WIRELESS

How's this for a radio format? Country music, polka music, school lunch menus, hunting and fishing news, farm reports and pet advice.

Oh, plus the most popular show of all..."Country Store" where listeners sell everything from pick-up trucks to tractors and the occasional cow.

Laugh, as us city trendoids might, it's a format that's guaranteed to make a small-town station number one over any of the networked programs coming into the area on other outlets.

And that's the variety format of WSNJ Bridgeton, New Jersey, USA. Probably the last of the local, old-fashioned, full service radio stations. There's no computers, just a typewriter which everyone uses. The microphones are out of the 40's. The building sits in a field on the outskirts of town.

Now it's all coming to an end. The Bold family, who've nurtured the business for more than 50 years, is selling.

The FM license will go to Radio One, a trendy urban network of 66 stations, who will move the operation to where it can serve a bigger Philadelphia audience and has the power to reach four states.

At least the AM side is being sold to a local and will stay where it is. And the Bold family will finish up with US\$20 million which is pretty good for a station that didn't even bother to take part in the ratings.

Ed Bold was everything from chief engineer to cleaner. He was continually being approached by brokers trying to buy the station but it was only when he died of cancer last year that his wife Katherine, now 82, agreed to sell.

And so ends a significant part of radio history. Including

the day a country music yodeller named Bill Haley came and performed. The crowds were so large they had to put him in the lobby.

RADIO GOES TO POT

A listener calls a radio gardening show and asks for advice on how to grow "Northern Lights", which is a type of cabbage.

So the host gives that advice. Over three minutes she recommends composts and watering suggestions.

Trouble is... "Northern Lights" is also a type of marijuana. Frieda Morrison of BBC Radio Scotland had to apologize for unknowingly giving advice on how to grow whoopee weed.

She joked: "You know we are a very happening programme and want to be at the cutting edge of any grass."

IT'S JUST NOT CRICKET

A bit of background for my readers outside Australia. DAVID HOOKES was a famous cricketer. He played first grade international cricket for many years and in more recent times became a successful professional cricket coach.

There was an unfortunate incident outside a pub in the early morning hours recently where he died in a street fight courtesy of an over zealous bouncer.

The newspapers went to town on the story leading up to a very public funeral at his hometown Adelaide Cricket Oval. Pictures of his grieving wife and family etc. etc. were splattered all over the tabloids. He was described as a roguish saint and sporting legend, and no reference to anything but a stable marriage and happy family life was made.

At the height of the eulogies 3AW Melbourne talk host DERRYN HINCH got on air and imparted the news that, in fact, Hookes had split from his wife a year previous and had a new girlfriend (whom, it is possible, was NOT the lady with him on the night he died.)

Anyway, this inspired 2UE Sydney talk host STEVE PRICE to suggest that Derryn should be sacked for his allegations. Steve was a friend of Hookes in that they both worked on 3AW before Steve re-located to Sydney.

Derryn has always been known for his controversial comments and, in fact, is known as The Human Headline. However, in this case, I've got to side with him in his exposure of the blatant hypocrisy by the reptiles of the press. Probably the timing was a bit off...but...that's Derryn.

Now Derryn is threatening to sue Steve for defamation over remarks he made about Hinch including that he's been known to be drunk on air. An accusation that Derryn strenuously

denies. Drunk everywhere else, but NEVER on air!

Ironically both Steve Price and Derryn Hinch work for the same network, Southern Cross. At least the hostilities are in house!

DEES IS THE END

You'd think that being a breakfast/morning drive host on the same station for 22 years deserves a reward.

For RICK DEES on KIIS-FM Los Angeles the reward was getting the flick.

In a pre-recorded announcement, Rick said: "It's been decided that I will no longer be doing the daily morning radio show on KIIS-FM."

He pointed out that ratings go up and down but that his show is the number one revenue generating show morning show of its kind. Unfortunately the ratings haven't been the number one recently.

In fact, across town at KROQ, morning hosts KEVIN & BEAN, who have consistently sent up Rick Dees over the years had a parting cheap shot by saying: "We are sorry to see RICK go because he is not only fun to laugh at but easy to beat in the ratings. Those are the qualities you want in your competition."

Meantime at KRTH (K-EARTH) *THEIR* morning man GARY BRYAN chatted to Rick on air at KIIS.

He later said: "We're in a business where folks are way too quick to tear each other down. RICK has had a phenomenal career in L.A. radio, and he deserves far more respect than he's getting. But the best part is now I can steal all of my old bits back, again. God-speed, Rick."

Nicely said Gary.

Taking Rick's place will be RYAN SEACREST the next big thing. He's best known as host of American Idol and has just taken over from Casey Casem as host of American Top 40.

Clear Channel-Los Angeles VP/Programming John Ivey said, "We couldn't be more excited about the future of KIIS/FM with Ryan Seacrest."

Imagine how a comment like that feels to someone who's just given a major part of their life to a radio station which now predicts a glorious future without him. I know the feeling. I've been there.

Ryan Seacrest said "I'm honored and privileged to have the opportunity to become the host of the renowned KIIS/FM morning show. I'm excited to be part of the team that takes KIIS

into a new era and continue my relationship with Clear Channel."

Yeah, right. In other words... "Sorry Rick mate. You're old hat. Piss off." Just one final kick in the guts to a guy who's given his all to the industry for 22 years.

He'll continue hosting "Rick Dees Weekly Top 40" which remains on KII/FM on Sunday morning.

That sounds a lot to me like the old line thrown by management to a mainstream presenter who's just been sacked "Would you be interested in some weekend work?"

Now this may well be a genuine offer but normally it's just a calming protective measure to stop you going ballistic in the office. I wouldn't count on that weekend work. They just want you out of the building without any fuss.

In fact, sometimes you'll be taken for a "chat" somewhere like a coffee shop or bar where they know you're unlikely to put on a scene. That's when you'll have a final cheque handed to you.

(Above two paras. quoted from my e-book at www.allaboutradio.net

You can hear Rick's farewell at <http://www.rick.com/main.html>

Yes, I did notice they didn't let him do it live!

YOU'VE GOTTA BE IN IT...

WRRK/FM in Pittsburgh USA have had some advertisers cancel at the urging of a Christian Talk Show host MARTY MINTO over on WORD/FM . Marty got his knickers in a knot about a WRRK promotion to send a listener to a brothel in Reno.

He organized listeners, anti-pornography and family groups to complain to the station and its advertisers.

A rule of thumb I've always followed when it comes to promotions is...it's got to be fun for the listeners and doesn't hurt anyone. This promotion seems to fit that rule.

A TESTING TIME FOR ALL

In Australia the clouds of war appear to be forming on the digital landscape.

There are currently two tests of digital radio underway. One is in Sydney and involves established radio stations who are members of the industry body Commercial Radio Australia. (CRA)

The other is in Melbourne and it doesn't involve the CRA. In fact it's being run by Broadcast Australia who are a "tower operator". In other words they build and operate transmission towers.

As if this isn't enough to get up CRA's nose one of the channels is carrying audio from Radio Two which is a new national network of stations set up by World Audio using licenses they bought comparatively cheaply because they were, at the time, considered "off-band". Frequencies in the 1611 to 1629am spectrum.

They then converted these "narrowcast" to full commercial broadcast licenses. This woke up the industry who pressured the Government to block any further broadcasters getting a commercial license.

CRA, who believe that only existing mainstream commercial stations should eventually get the digital licenses, sees this as a digital foot in the door for World Audio.

One thing is certain... networks that have in recent times paid ridiculous megabucks for their licences aren't going to sit back and allow long-established 'AMers' and those pesky 'off-banders', who've paid bugger all for their full-service commercial licences to muscle in here. No sir!

We shall see.

(Disclosure: my company provides some services to World Audio. But for the purposes of this newsletter I remain strictly neutral. Trust me. I'm a disc jockey)

BREAKING UP IS HARD TO DO

Rumors are afoot that the Blair Government has a plan to break up the BBC. The broadcasting icon could be split into separate regional entities for England, Scotland, Wales and Northern Ireland.

Looks like a bitchy way for Blair to get back at the corporation after the Iraq war inquiry which found the BBC at fault for saying Blair's government "sexed up" its Iraqi dossier to push the case for war. That led to the suicide of the story's source Dr. David Kelly.

I've always thought that Blair could actually be a vindictive little man by the way he spits rather than talks.

SATELLITE RADIO - ONWARDS AND UPWARDS

As my American readers would know, in the U.S.A. satellite radio is booming.

Satellite radio is beamed from a satellite to a small antenna you have in your home or car. To receive programs you have to subscribe. Current cost is US\$9.99 per month.

There are two competing networks. SIRIUS and XM SATELLITE RADIO.

XM's first satellite called "Rock" was built by Boeing Satellite

Systems and is designed for a 15-year lifespan. Their second satellite - "Roll" - launched in May 2001.

All XM music channels now broadcast without commercial interruption (previously, half of XM's music channels were commercial-free).

New channel additions to XM's music program line-up for 2004 include Highway 16)- today's top country hits; Fungus - everything that is punk, including underground, ska, surf and industrial; The Blend - adult contemporary music and Lucy - the biggest, most influential songs in alternative history.

So XM's 2004 line-up now features a total of 121 channels: 68 commercial-free music channels and 32 news, sports, talk, and variety channels.

The satcaster has additionally now launched the first of twenty-one Instant Traffic & Weather channels for major metropolitan areas. These also carry traffic information with temperatures and weather conditions displayed by text on the radio display screen.

And THAT'S a pretty contentious issue as far as the traditional earth-bound broadcasters are concerned. THEY'RE saying that satellite networks are licensed as NATIONAL carriers and not as LOCAL broadcasters.

The National Association of Broadcasters president Edward Fritts calls XM's move "an appalling, backdoor attempt" to skirt XM's original FCC license.

XM Radio is based in Washington, D.C. and exceeded 1.3 million subscribers last year. Rival New York based Sirius had 261,000 subscribers. Satellite radio is catching on faster than CDs, VCRs and cable TV did in their early years.

There is only one way for terrestrial radio stations to meet this challenge. Be involved in their local community and build local personalities whom listeners like, know and trust.

I believe that stations who take their programming solely from network syndication and don't localise their service plus those that are "more music" operations with no personality input are on shaky ground for the future.

TOP RADIO PREP SITES

Dunno what they plan to offer but worth keeping an eye on for developments.

<http://www.goralmmedia.com/prep.htm>

COMING SOON!!! To inquire about our upcoming new radio prep service, please call: 1-800-308-6185.

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.

COPYRIGHT INFO.

Copyright 2004 Ian MacRae