

THE RADIO WAVE
"Keeping Radio People in Touch"

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THE RADIO WAVE
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IN THIS ISSUE

- => Sponsorship Notice
- => G'day
- => We have mail
- => The Barbarians are at the Gates
- => Look Out a-Stern, George
- => Push Button Minds
- => Rock around the cock
- => A new airlift
- => Music with your Crapiccino
- => It's easy to overlook pygmies
- => Stunts gone wrong (a continuing series)
- => Why didn't I think of that?
- => Crazy Crucifixion
- => Top Radio Prep Sites
- => A final note from the editor

SPONSORSHIP NOTICE (SHAMELESS PERSONAL PLUG)

The 2004 update of "The Beginners' Guide To Becoming A Radio Star" is now on-line.
It's 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 26 of the Radio Wave newsletter.

Comments on anything you read in it are always very welcome.
In fact, you may even want to contribute a story or editorial.
Something grumping you about the industry? Let me have it.

You can reach me at ian@allaboutradio.net

WE HAVE MAIL

Hi Ian,

I was interested to read your piece on the BBC. The fact is, because of the incident mentioned in the article, the BBC has lost all credibility among many people myself included.

It probably won't surprise you to know that they are not the easiest people to work with. I have enough trouble trying to convince employers of my talent as it is (due to my having no sight) without having the buck passed every time you deal with them.

Every time you call them requesting to speak to a specific individual, you get, "I'm sorry, he/she's out at lunch" which seems to last from 1 til 5 and when you finally speak to someone with half a brain you discover that the person you wanted to speak to in the first place either left 25 years ago, is taking a career break or in fact didn't even exist in the first place.

What the hell kind of a corporation is this!!!!

I still harbour ambitions of working in a civilised industry like that in Australia though increasingly finding that unless you are an Australian national or have the biggest bucks anyone's ever seen the possibility becomes less and less.

I figured that to preserve both my sanity, and to save the industry I'll go set up a station on the north pole, what do you think?

Yours in frustration and occasionally hope

Paul Bryce.

COMMENT: You could use the pole as your mast! Sorry..

LICENCE BIDS VIRGIN ON THE RIDICULOUS

RICHARD BRANSON'S Virgin Radio has partnered with John Singleton's Macquarie Radio (Talk 2GB and MOR 2CH) in Sydney to bid for the new FM licences in Sydney, Brisbane and Melbourne.

Question. Why would Richard Branson need Singo or anybody as a partner? He has the financial ability to bid on his own.

Could there be a hidden agenda here?

One effect this will have on the bidding is drive the price up even higher forcing DMG (Nova FM), who desperately want the licences, to go beyond what they expected to have to pay.

Now why would Sir Richard want to do that?

THE BARBARIANS ARE AT THE GATES!

The new indecency laws as they affect radio have been the major industry story these past few weeks.

Therefore they play a major part in this month's Radio Wave stories.

While this is an American situation it's something that has the potential of spreading like a bush fire and affecting other countries who have a healthy commercial radio sector.

We need to be on our guard. Last week here in Australia the Australian Family Association, a pressure group led by the conservative member of parliament the Reverend Fred Nile, made moves to have the French movie "Irreversible" banned.

This despite the fact that it has already been playing to packed houses of responsible mature adults, who are able to make their own choice of what films they see, for six weeks. Fred's just woken up to it. Of course he hasn't seen it.

By the way...he failed.

OK...that's movies. It's only a short jump to radio once these people get encouraged by a few victories.

I'd love to get your thoughts on this.

ian@allaboutradio.net

LOOK OUT A-STERN, GEORGE!

HOWARD STERN claimed he is the victim of a political and financial campaign driven by right-wing conservatives. He is encouraging his listeners to vote against President Bush in revenge.

There's at least ONE Congressman on Howard's side. The Democrat JOSE SERRANO came on his radio show and called Stern's experience "scary" and "unfair".

Clear Channel, the network whose stations dropped the show, have meantime said that politics have nothing to do with the decision.

Then, to add to the surreal atmosphere of this whole thing, ultra-right wing conservative RUSH LIMBAUGH came out on Howard Stern's side.

In an article in the Houston Chronicle he supported Howard's rights to free speech although he did say he didn't believe Stern getting the flick from six Clear Channel stations had anything to do with Howard having a go at Pres. Bush. He called that a "loony conspiracy theory".

And if anyone knows a loony conspiracy theory when he hears one it's Rush Limbaugh.

The stupidest thing about all this, and underlining the truth in the saying: "only in America!"...is the fact that the FCC, in announcing that it had received more indecency complaints so far in 2004 than all of last year, went on to say that almost all the complaints so far were about JANET JACKSON'S breast!

530,828 of the 530,885 complaints were about the infamous Superbowl incident.

What the hell's that got to do with radio? Thanks Janet, you pricklehead.

PUSH BUTTON MINDS

Amongst all the profanity passion a debate has arisen as to whether the standard seven seconds delay run by most radio stations is long enough.

Clear Channel have installed gear that can give up to twenty seconds of delay in some of its stations.

Now they're testing a new mechanism called ContentCheck that can allow up to ten MINUTES of delay.

Am I missing something here?

If it takes longer than seven seconds for a presenter or producer to hit that button they sure shouldn't have a license to drive a car!

ROCK AROUND THE COCK

So what do rock radio listeners think about all this indecency kafuffle?

A Jacobs Media-Edison Research study has shown they are "concerned" with indecency but want the government to stay out of regulating radio program content.

74% of respondents agreed that "those who want to listen to HOWARD STERN should be allowed to do so."

The survey, taken on-line, says few listeners are offended by what they hear on the radio (55% are "never offended").

70% called the investigation of radio shows after the JANET JACKSON SUPER BOWL incident an "overreaction." 87% said it is parents' responsibility to protect children from indecent material on the radio.

Bit of good sense there. Who said rock radio listeners had banged their heads too often?

A NEW AIRLIFT

Let's face it, talk radio, generally speaking, attracts an older and more conservative audience. This is true for any country.

Consequently liberals and the left have felt frustratingly disenfranchised.

Now American listeners will have the choice of a dissenting voice. AIR AMERICA has launched in New York, Chicago, San Francisco and Los Angeles and Portland and also on the XM satellite network.

The emphasis will be on satire, humour and commentary.

You can find out more on-line at www.centralairmedia.com

MUSIC TO GO WITH YOUR CRAPUCINNO

Starbucks is getting into the music business.

They've just opened a "music café" in Santa Monica, California that's equipped with computers. So, while you're waiting for your, what's laughingly called, coffee you can select music tracks and create your own custom mix disc.

Cost? A five song disc, which can be burned in about three minutes, is \$6.99 with each additional track 99 cents.

Yes, this service will be coming to a Starbucks near you as the service could expand to 2,500 stores in two years as the company has entered into agreements with most major record companies.

IT'S EASY TO OVERLOOK PYGMIES

Insulting Pygmies is just not on.

That's according to the Canadian Broadcast Standards Council.

They say that CIGL/MIX 97 afternoon host JOEY MARTIN made "inappropriate" comments when he read a news report about cannibalistic practices in the North Eastern Congo and said that Pygmies are sweet like lobsters.

The CBSC called the comment "mocking and dehumanizing to pygmies".

A pygmy representative approached asked for a comment but stormed out when he was asked to keep it short. Only kidding!

STUNTS GONE WRONG (A CONTINUING SERIES)

HELEN TERRY, a receptionist in the UK, got permanent scarring on her backside caused by frostbite after she sat on dry ice in 2001.

She was taking part in a BRMB/Birmingham station contest called "The Coolest Seats in Town" to win tickets and backstage passes for a concert.

She, along with another contestant, has just settled a lawsuit for an undisclosed amount. A third suit is pending.

A bummer for the station.

WHY DIDN'T I THINK OF THAT?

ALIN FARCAS, a Romanian jock on MIX-FM in Bucharest...(yes there's even a Mix-FM in Bucharest!)...locked himself in his studio, threatened to jump from a balcony if they cut him off air, and demanded the approx.US\$425 he was owed in back salary.

The siege lasted four hours before the police somehow got to him and took him into custody.

No word on whether he got his money. Good try though.

CRAZY CRUCIFIXION

CRAZY HOWARD MCGEE, the breakfast/morning host at Chicago's urban outlet WGCI put up his own money and rented the theatre for 220 of his loyal listeners to go and see Mel Gibson's "The Passion of the Christ".

To get in, all you had to do was say: "I'm here for the crazy movie night"!

TOP RADIO PREP SITES

This is terrific fun.

Think of a musician you like, say, Van Morrison or Norah Jones.

Put the name into the search field at MusicPlasma. Now watch as the site shows you similar artists and, depending on the size of the sphere, their popularity.

Right-click to zoom in or out, click a sphere to bring it to centre and click Last Maps (in the box) for a history of who you checked out.

<http://www.musicplasma.com>

Thanks to Bob Price for that one.

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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