

THE RADIO WAVE
"Keeping Radio People in Touch"

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THE RADIO WAVE

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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.

Wow. I can't believe we're up to the 27th. issue of the Radio Wave newsletter. That's just about enough words to fill a book. Actually, I once wrote a book but it was rejected for publication because of excessive use of the word "Throbbing". (!)

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

WE HAVE MAIL

GREETINGS FROM BRENTWOOD BAY BRITISH COLUMBIA !

I STARTED MY RADIO CAREER 33 YEARS AGO, ON THE ALL NITE SHOW AS 'THE JOCK " AND YOUR NEWSMAN. THIS IS WHERE I LEARNED "THE HUNT AND PECK---USE CAPS APPROACH") SO PLEASE EXCUSE THE ' LOUD ' CAPS. YOU KNOW...OLD DOGS...

I HAVE A FEW BUDS WHO WHEN WE GET TOGETHER BEMOAN THE STATE OF AN INDUSTRY WE MADE A CAREER IN.

NAMELY, IT'S RUN BY SALESMEN, MANAGED BY STAID DINOSAURS WHO ARE MORE INTERESTED IN THEIR GOLF HANDICAP, WHO THEN GIVE ALL THE POWER TO PROGRAM DIRECTORS, WHO RECENTLY READ " MEIN KAEMPF" AND HAVE TAKEN THE JOB BECAUSE THEY NEVER MADE IT ON THE AIR AND LIKE BAD PARENTS ARE NOW GOING TO TAKE IT OUT IN THEIR CHILDREN...US...THE GRUNTS.

IF RADIO OWNERS COULD REPLACE ANNOUNCERS ALTOGETHER WITH TECHNOLOGY THEY WOULD..IN A HEARTBEAT. I DON'T KNOW ABOUT THE REST OF THE WORLD, BUT IN TOO MANY STATIONS IN THIS COUNTRY, YOU COULD DRIVE A DUMP TRUCK LOADED WITH NITROGLYCERIN THROUGH ON THE WEEKENDS AND NOT ONE EMPLOYEE WOULD SUSTAIN ANY KIND OF INJURY...BECAUSE NO ONE'S THERE!

MOST STATIONS ARE HIRING PART TIME ONLY. MANY STATIONS SUBSCRIBE TO "CONSULTANTS" WHO MAKE THE BIBLE LOOK LIKE A ROMP THROUGH "WINNIE THE POO " WHAT'S REALLY MISSING IS PASSION FOR THE BIZ. IDIOTS WHO HAVE ZERO PEOPLE SKILLS ARE NOT A GREAT WAY TO RUN A BUSINESS , PRODUCE A PROFIT OR A GOOD PRODUCT.

SO YES ! I WOULD LIKE TO SUBSCRIBE TO " ALL ABOUT RADIO " WITH GREAT DISPATCH. I KNOW MORE PEOPLE THAT GOT OUT OF RADIO BECAUSE OF THE ABOVE, THAN SANK WITH THE TITANIC. AT LEAST THEY PLAYED MUSIC WHEN THEY WENT DOWN.

BEST REGARDS

ROBERT HENDERSON
FREELANCE BROADCASTER AND GRUMPY OLD MAN !
417 PRODUCTIONS

COMMENT: What are you trying to say? Speak up Bob! (Only kidding)

Since this newsletter first started 27 issues back I've had ongoing letters like the one above. People with a passion for radio whose passion has turned to a disgust with what's happening in some areas of the business.

Any response? ian@allaboutradio.net

MORE MAIL

In the previous issue of The Radio Wave I ran a story about Clear Channel testing a program called ContentCheck that can allow up to ten minutes of delay as opposed to the usual seven. This is as a result of the profanity legislation in the U.S.

I said that 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!

Bob Price sent this...

<Long delay times are not new... The ABC (Australian Broadcasting Corporation) used 2 or more hour delay during Daylight Saving periods, for the benefit of other non DS States.

I believe that the reason for it on the CC Network would be so that relays have a chance to get rid of any things that they may consider in bad taste, or even suable.

After their recent troubles probably a good idea.

Have fun ...
Bob Price>

COMMENT: True. Of course I was referring to studio delay systems that have an inbuilt "dump" function not program networking delays.

THIS FIGURES

And on the subject of the new radio indecency laws in America the Benchmark Company took an on-line poll of over 600 radio listeners between the ages of 18 and 65.

It found that only 4% are "frequently offended" by what they hear on the radio, as opposed to 83% who said they are "not offended" (9% said they are "occasionally offended," and 4% responded that they "can't say").

Other questions/findings include: Should HOWARD STERN and other controversial radio personalities have the content of their programs regulated?

No -- 84%
Yes -- 11%
Not Sure -- 5%

What kind of impact do you think that increased censorship of commercial radio programming will have on your overall enjoyment of radio?

More enjoyable -- 11%
Less enjoyable -- 76%
No impact -- 10%
Not sure -- 03%

UP AND NOVA

Twenty years ago PAUL THOMPSON mortgaged his house to set up the first commercial FM music station in Adelaide. (For overseas readers: that's the capital city of the state of South Australia)

These days Paul is Chief Exec. and Director of the DMG network launched in Australia 4½ years ago. DMG Radio Australia is owned by the Daily Mail and General Trust Group, which has substantial media interests in the UK and other international markets.

Last month he attained his dream of completing a DMG national network of Nova stations after winning the new Brisbane FM licence for a top bid of aus.\$80 million and the new Sydney licence for aus.\$106 million. Yet to come...a new FM licence up for bids in Melbourne in August.

The Nova stations are a national success story. And, I really believe a small part of the success of the cap. city operations is due to their one minute commercial breaks and no more than two an hour. Meanwhile their competitors are still banging away with four and five minute breaks.

I always thought that the name Nova was a strange name for a radio station. The dictionary definition for a nova is "a star showing a sudden large increase of brightness and then subsiding."

For Paul Thompson's sake, let's hope the definition doesn't become reality.

AIR AMERICA CRASH LANDS

An update on the launch of Air America as reported in last month's Radio Wave.

As I pointed out, 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.

And so Air America saw itself as a new liberal leaning network for the disenfranchised. The idea was to rent time on various stations across the States.

Well, it's been a disastrous launch starting with the loss of its Los Angeles and Chicago affiliates over what was alleged

to have been a bounced cheque.

It's not going to be easy for Air America to get air-time because any self-respecting talk station already have their chosen and successful syndicated programs in place.

Meantime the "network", if you could call it that, is getting really bad reviews from radio columnists and journalists across the country.

WATCH WHAT YOU SAY

It seems that if any radio station in the U.S. says on air: "Traffic & Weather TOGETHER" they could finish up in court. Unless you work for the Infinity network.

Apparently Infinity has actually copyrighted the phrase!

The words Traffic and Weather can be used but not in conjunction with the word TOGETHER.

Together now. "Whaaaaaat?"

THEATRE OF THE DIRTY MIND

Sex scenes between a middle aged man and a 15 year old boy in 17th century England are part of a play entitled "Plague" to be broadcast by the BBC's Radio Three this month.

I suppose the American accent would disqualify Michael Jackson from applying for a role. (cheap shot)

DON'T TOUCH THAT DIAL

An altercation broke out when two welders at a council depot in Aberdeen, Scotland got into a fight over which radio station they wanted to listen to while they worked.

One of them switched the radio from BBC Radio 1 to BBC Radio 2 then the other changed it back. That's when the fight started.

Both of them were fired and police say charges may be brought.

Pity the brawl wasn't recorded. It would have made a terrific on-air promo for the BBC.

WARDROBE MALFUNCTION RIP-OFF

The best way to make a point about something, even a serious something, is with humour.

And ALANIS MORRISSETTE did just that during the 2004 Canadian music awards The Junos.

Inspired by the Janet Jackson Super Bowl "wardrobe malfunction" she came on stage wearing a robe and stated that: "Canadians"

live in a land where we still think the human body is beautiful and we're not afraid of the female breast."

She then took off the robe to reveal a comedy nude body suit with fake nipples and pubic hair. To wild applause she announced: "I am proud to be able to stand here and do this."

The announcer went along with gag and said: "we can't show nipples on national TV...and you can't show your pubic hair either."

So she then ripped off the "tear-away" nipples and pubic hair.

Point made amidst much laughter and standing ovation.

ABBA STUDIOS MEET THEIR WATERLOO

Polar Studios in Sweden has been compared to Sun Studios in Memphis where Elvis launched his career or Abbey Road in London with the Beatles.

The first big album recorded there was Led Zeppelin's "In Through the Out Door" in 1978. Then followed hundreds of bands and solo artists including the Backstreet Boys, Genesis, the Beastie Boys, the Cardigans and Roxette and the Rolling Stones. The studios' biggest claim to fame is the fact that ABBA recorded their last three albums there.

Now Polar Studios are shutting down this month because they simply can't afford the rent. Its owners say that two thirds of their revenue goes on rent which is double the market rate but the Stockholm housing co-operative that owns the building refuses to negotiate.

Sadly it now looks like becoming office space.

Lennart Oestlund, who's part-owner and one of the studio's original sound engineers said: "I see it as a museum of Swedish music history, especially ABBA."

Considering ABBA brought more money into Sweden than Volvo ever did the Government should step in and attempt to make it just that.

FCUK THIS FOR A JOKE!

Clothing chain, FCUK, is about to launch its own radio station in the UK.

It will be available on Sky digital Channel, 934, on line at fcuk.com and in FCUK stores.

The format will be new British music and the station's positioner will be "none of the hits, none of the time"!

They'll have to turn off the station computers' spell check or it's going to drive them crazy!

STUNTS GONE WRONG - A CONTINUING SERIES (1)

Those wild and crazy guys from MTV's "Jackass", (and I've got to say it's difficult not to laugh at some of their stunts), went wild and crazy in the studio at CFNY Toronto causing breakfast/morning drive presenter DEAN BLUNDELL and his two sidekicks to be suspended without pay.

Three of the Jackass crew were in town promoting their "Don't Try This at Home" tour and became a little disorderly when they urinated on the studio floor and did the "unwrapping the mummy" act in which duct tape is used with the genital organs.

Hardly sounds like entertaining RADIO and certainly not worth being taken off air for.

I guess you had to be there.

STUNTS GONE WRONG - (SORT OF) (2)

Sydney rocker Triple M-FM copped a flood of complaints over its Easter weekend countdown.

They played the "100 rock songs Jesus would love if he were alive".

Giveaways included loaves and fishes.

A dangerous stunt in terms of potential listener boycott but cheeky and creative.

You'll notice I'm controlling myself here and not suggesting my personal list of songs.

TWO MORE PIRATES WALK THE PLANK

There's been an outbreak of illegal "pirate" stations getting on the air in Florida.

Well now there's two less with the FCC hitting two operators in Orlando with fines of US\$10K each.

They were both operating in the non-commercial part of the band. One on 91.3 MHz and the other on 91.7 MHz.

.4 MHz separation? There'd be a bit of mutual interference there, wouldn't they?

A WEE SPOT OF BOTHER

Last month I reported on the Romanian jock who locked himself in his studio, threatened to jump from a balcony if they cut him off air, and demanded the money he was owed in back salary.

Well, there seems to be an outbreak of affirmative action by

disgruntled presenters in the industry.

Now we hear of MEGAN MORSE at Top 40 operation WKZL/Greensboro, known to her listeners as DJ Strawberry. She felt that her Friday night show Club 107 wasn't getting enough promotion. So she decided to leave a parting gift.

Being, as she was, pissed off, she decided that the control panel should be pissed ON. Coffee's bad enough but urine and electronics is not a good mix.

TOP RADIO PREP SITES

UNDERCOVER NEWS

This was Australia's first online Music site. Established in 1994, it features daily video news bulletins, live web cast interviews, reviews, world charts and tour information.

Its founder, Paul Cashmere, has had over 20 years of broadcasting experience and founded Undercover as the world's first music magazine on CD-ROM in 1994. He'll deliver a "daily music news" headlines into your mailbox for free.

<http://www.undercover.com.au>

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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