

THE RADIO WAVE
"Keeping Radio People in Touch"

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Issue #28

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THE RADIO WAVE

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"NetFM" - INTERNET RADIO AT ITS BEST.

This is how internet radio SHOULD sound.

FORMAT: TOP 40 with some 80's and 90's plus some specialty
shows.

<http://www.netFM.net>

You'll need to register for the first time only
but it's free.

Australia's first and now last internet radio station!
(Goodbye Doug. Sorry it didn't work out!)

G'DAY.

Welcome to issue 28 of the Radio Wave newsletter. the newsletter
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

WE HAVE MAIL

Hi Jim McVay and congratulations on your job of Account Exec. selling for 7 stations owned by West Virginia Radio Corp.

WATCH YOUR LANGUAGE (1)

In America the campaign by the Federal Communications Commission against so-called indecency has just become stupid. Jocks and their stations can be fined for using language that would be considered tame in your average school yard.

The point that they're completely ignoring is that full-on pornography is available on the internet which is not controlled by the FCC nor are cable or digital TV or satellite radio.

And, considering that this whole thing was inspired by Janet Jackson's "Wardrobe malfunction ON TV (!) why is radio being bashed?

WATCH YOUR LANGUAGE (2): FIGHTBACK.

At least some people are fighting back.

A non-profit organisation has been formed by Detroit-based radio consulting firm Jacobs Media.

Jacobs Media President FRED JACOBS said: "There is a large gap between the opinions about indecency that are being expressed by the FCC and Congress and what we're hearing from radio listeners in America,"

On the site you'll find some good radio spots produced by various stations including one by ERIC IDLE of Monty Python fame with a song he's written about the FCC (R rated!)
www.SaveRadioNow.org

WANNA BUY SOME BYTES?

The record industry has another challenge in it's fight to stop digital distribution of music.

Now there's a Russian web site which is offering songs for as little as around 5 cents. It uses a different method than the monthly subscriptions of "per song" prices that are

offered by most other download sites. It sells songs by the megabyte.

Check it out at www.allofmp3.com

ALL FOOTBALL RADIO

The owners of the Southampton Soccer Club in England have bought SOUTHCITY FM for £2 million and flipped the station to the "Saint FM" format which is already being broadcast on digital radio. This format features extensive coverage of the Saints team activities and is actually broadcast from studios in their stadium.

Wonder what they'll do out of football season?

AND ANOTHER NEW FORMAT: GANG RADIO

One of radio's strengths has always been its immediacy. When there's an emergency situation radio can react instantly advising listeners of the problem and what to do about it.

For example...let criminal gangs know when the police are on the way. That was the programming format on 104.7FM in Chicago until the police and the FCC raided and shut the pirate station down.

It was run by a street gang known as The Black Disciples from a building owned by alleged Disciples leader MARVEL THOMPSON.

The raid also netted over \$300,000 in cash, 11 guns, bullet-proof vests, and jewellery.

I guess they ultimately failed by not alerting THEMSELVES to the impending raid.

IT'S ALL IN THE FINE PRINT

You'd expect a radio contest offering big prizes to be legitimate and even more so if it's part of a promotion by a well-known radio station in New York City.

Namely 107.5 WBSL, who informed 107 contestants that they were grand prize winners in the Car-A-Day Giveaway. They were invited to come along to the Six Flags Great Adventure Park to pose for photos which, along with the car keys, made it all seem for real.

They all believed they'd won a car.

Then, when the winners checked their contest information package they discovered that they were not getting a new car but a two-year lease on a car. Or they could have \$5,000. All but two took the money. And those two failed a credit check so couldn't get a car anyway. All they got was public embarrassment.

A WBLS spokesperson said the rules of the contest were clearly spelled out but must have been misunderstood. The station agreed to also pay the two contestants the promised \$5,000.

Personally I think I'd be a bit suss about a radio competition that appeared to be offering 107 new cars. Unless the station was owned by Avis or somebody.

KIDS AT PLAY

A couple of 10 year old kids put non-commercial urban station KMOJ in Minneapolis-St. Paul off the air for 17 hours when they got into some heavy equipment at a construction site and managed to do half a million dollars worth of damage.

This included snapping the station's power line when they hit a pole. They drove the 100,000 pound excavator several hundred feet, levelling a trailer and crushing the cab of the vehicle.

They were then caught going through the contents of a station employees van.

It would seem the boys are about 10 years of age. Children under 10 can't be prosecuted.

As a rather sick aside it's worth noting that KMOJ promotes itself as "THE PEOPLE'S STATION" and its mission statement says: " KMOJ... shall remain a persistent advocate for education, social responsibility, and cultural integrity of African people. The mission of KMOJ is to teach members of the African community media skills that help to reinstate the affirmative African image"

Obviously these kids hadn't listened to the station. Unless you count media skills as being able to trash a transmitter site!

NET RADIO FOR RADIO

For nearly five years now there's been an internet radio station streaming music programming with relevant commercials to the broadcasting industry.

It's called BNetRadio and comes out of Houston, Texas and targets professional radio and television professionals.

The music is a nice mix of current and oldies pop-rock favourites, the commercials sound professional. Using state-of-the-art software and equipment in its 100% digital studio, BNetRadio streams its broadcast with the MP3 encoding technique, using the Audioactive real time encoder/server and Microsoft Media streaming software.

Several bandwidth providers mirror the stream making it possible to be heard by several thousand simultaneous listeners.

They even use the classic "more music" jingles from the PAMS company that were an unmistakable part of top-40 radio in the 1950s, '60s and '70s. Which makes sense as PAMS, in their current incarnation, are also based in Texas.

I listened through a dial-up connection channelled through two large floor-based speakers and, even though the MP3 format is not strictly speaking broadcast standard, the audio quality was remarkably clean and buffering drop-outs were very rare.

Have a listen at <http://www.bnetradio.com>

THIS MONTH'S BRAVERY AWARD

DC, an announcer with KICX 961 in McCook Nebraska, deserves commendation for getting donations of over 4,000 pounds of food for the local food bank. In fact his efforts helped the food bank exceed 152,000 pounds of food in its annual "Spring Food Drive."

To do this he lived in the "Midnight Express Bus" for a total of five days by which time he'd reached the station's goal.

Well, he didn't JUST live in the bus. He was made to listen to CELINE DION around the clock! Above and beyond the call of duty I'd say!

To hear some very funny bits from The Steve and DC show go to: <http://www.steveanddc.com/audiohighlights.asp>

STUNTS GONE WRONG (A CONTINUING SERIES)

JIM MCGILL...aka Jim the Photographer...49 years old...of WQLZ in Taylorville, Illinois, suffered "burns on his buttock cheeks and anus" when he tried to launch a bottle rocket from his backside and it exploded. He was entertaining listeners before a concert at the local fairgrounds.

Jim was amazed that the stunt had gone wrong saying that he has "done this more than 100 times and never had trouble."

The hospital later said he was in good condition considering a rocket exploded in his bum.

Jim does crazy stunts for a show called "Ray Lytle's Morning Disaster" which, in itself is funny. This stunt nearly dis-assed him.

STUNTS THAT ARE, OR MAKE YOU, SICK

Overnight guy A.G. (what's with all these initialled presenters?) held a contest to see who could guzzle a "TOXIC DRINK" the quickest.

"What was in the drink?" I hear you ask.

OK...we have blended cow's heart, cow's liver, vinegar,

buttermilk, ketchup, hot sauce, eggs, and raw oysters all mixed together.

After two rounds and some heavy gagging, two contestants drank the toxic mixture one more time in the final round!

What would inspire people to do this to themselves?

Well, the winner got a pair of front row tickets to see BRITNEY SPEARS perform her hit song "TOXIC" at a concert in NEW ORLEANS. Plus a catered party bus to the show, plus 10 additional tickets for their friends -- and year's supply of TUMS antacid!

STUNTS THAT ARE A GAS

With petrol/gasoline prices soaring around the world, radio stations are predictably leaping into the old free fill-up giveaway promotion to the first (fill in number) listeners to turn up.

WILD 94.0 San Francisco were doing it from 2-6pm at an undisclosed location which was announced at 2pm with the first 94 cars getting a free 10 gallons.

Meantime, in Sydney Australia, each Friday, until the June long weekend, FM rocker Triple M is filling up the tanks of the first 105 cars to turn up at a nominated service station.

However there was some confusion for one elderly driver in an elderly car. The man patiently waited more than 90 minutes in line, finally getting to the front, only to put his blinker on and drive off, thinking he had been caught in a traffic jam!

TOP RADIO PREP SITES

Radio guru Dan O'Day's online home for radio professionals worldwide.

Tons of free articles & advice, audio goodies, downloadable software...and a HUGE online catalogue of books, tapes, CDs and software! An online playground for radio PDs, DJs, sales, production and management! www.danoday.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

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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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