

THE RADIO WAVE  
"Keeping Radio People in Touch"

4<sup>TH</sup> July , 2004

Issue #29

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By subscription only! Welcome to the twenty-ninth issue of  
THE RADIO WAVE  
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SPONSORSHIP NOTICE  
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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!

(Check out the audio quality!)

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G'DAY.  
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Welcome to issue 29 of the Radio Wave newsletter and to all  
of our American friends...happy Independence Day.

This newsletter is aimed at people who'd like to be in radio,

newbies who've just started and full-time professionals.

Comments on anything you read here...good or bad...are always welcome.

If you need help, guidance, advice or answers...I'm your man.  
If I can't help I'll find someone who can.

If you'd like to contribute anything you're more than welcome.

You can reach me at [ian@allaboutradio.net](mailto:ian@allaboutradio.net)

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WE HAVE MAIL  
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Hi Ian (what a great radio name),

Just read your latest edition of 'AIRWAVE' and well done on it's continuing output.

Ironically, last night I was exploring cyber radio space and I came across the UK site devoted to Her Maj's Pirate Radio Past including the presence of one Ian MacRae circa 1966. Must have been one hell of an experience of blood, sweat , tears & sea sickness !

In any case, for those buccaneers who would like to take to the high seas, go exploring and even hear a very young Macca doing his thing, including reading the news from "The Tower Of Power...The Station That Swings" (literally) punch up The Pirate Radio Hall Of Fame at : [www.offshoreradio.co.uk](http://www.offshoreradio.co.uk)

(VERY young!: Editor)

Regards from Adelaide.

Ian Wright, 5DN.

COMMENT: Thanks Ian. Problem is...the longer you're in radio the more truly horrible airchecks are out there just waiting to turn up and embarrass you!

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RUN FOR YOUR LIVES - IT'S A METEOR!  
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The Associated Press ran with a story that a piece of a meteor about the size of a small car had hit near Olympia, Washington just before 3am.

Seems they based the story on a late-night caller on KIRO who claimed to be an astronomy expert from the University of Washington.

Yep. Turned out to be a hoax. By 4am the radio station had figured that out. But not the wire service which obviously didn't check its sources.

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BLAME CANADA  
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"Really Stupid People with Tourette Syndrome" was a comedy segment aired on the Forbes and Friends Show on CJAY in Calgary last year. Complaints were made to the Canadian Broadcast Standards Council which has now said that the bit didn't breach the Code of Ethics although it was "on the edge."

However, they ruled that later segments in the year did violate the code. These included a discussion following a joke about a drunk mistaking a foot specialist's office for a massage parlor, a send-up of a commercial for Head Shampoo, (not too hard, er, difficult to imagine THAT one) and a bit about phony Chinese language instruction.

The station received the normal punishment of having to announce on-air that it had violated the code. A mere slap on the wrist compared to what could have happened right now if it were an U.S. radio station as the indecency witch-hunt continues with over-the-top fines.

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REBEL RADIO  
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A university student in Alaska was supposed to play a pre-recorded show on the college non-commercial KSUA at Fairbanks but went on the air live instead and did what he claimed was a celebration of the fact that former President Ronald Reagon had died.

He played songs such as "That's the Way I Like It" and "These Boots Were Made for Walking" because, he said, he'd like to walk all over Reagon's grave.

He was suspended from the station that said the program was aired without permission and was in poor taste.

Quite.

Another shock jock in the making.

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WHY'S SIR CLIFF SUDDENLY OUT OF FAVOUR?  
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London based DJ TONY BLACKBURN, (who, by the way, has always been someone I just cannot listen to on radio. He makes me cringe), was supposedly suspended from Classic Gold digital radio for the heinous crime of repeatedly playing Cliff Richard records.

The station claimed he ignored warnings not to play so much of the ageless Cliff because it was in breach of the station's music policy. In fact, Tony read out a warning email from management then tore it up live on air, threw it in the bin and played two Cliff Richard tracks back to back.

My "I smell a publicity stunt" detector is working overtime here.

Perhaps they got the inspiration from BILLY BUTLER and his

show partner WALLY SCOTT who were suspended by Merseyside station Magic 1548 for playing "Can't Keep This Feeling In" twice on their show.

Sir Cliff, 58, recently accused radio stations of ageism after 240 of them refused to play his new single, and even released a remixed version under a pseudonym, Blacknight.

Many stations later admitted that had they known that Sir Cliff was the artist behind Blacknight, the single would have never made it onto their playlists.

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DEATH OF A RADIO LEGEND  
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The man who invented the initial technology for traffic reports on radio has died at the age of 95 from Parkinson's disease.

In 1955, when LOYD SIGMON was an executive at KMPC, he invented a system to allow Los Angeles police to issue emergency warnings to radio stations and provide traffic information.

He called his device SigAlert and it used a tape recorder and shortwave radio receiver that allowed a police dispatcher to activate it using a special tone, then record a message that could be broadcast. At the station, a red light and occasionally a buzzer alerted the engineer that a message was ready.

A SigAlert was issued when one or more lanes were blocked for at least half an hour but it originally warned of other dangers.

On Labor Day 1955, the first SigAlert was broadcast by six radio stations warning of a train derailment near Union Station.

Other early bulletins included five warnings of rabid dogs and a ship collision in Los Angeles Harbour. One time, a pharmacist who made a potentially fatal error in filling a prescription called police, who issued a SigAlert. The customer heard it in time.

A salute to Loyd Sigmon...a true visionary.  
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AND NOW, 49 YEARS LATER...  
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Since those traffic reports first began the format has barely changed. Basically, telling listeners where the traffic incidents and hold ups are.

Now news station KFVB in Los Angeles, where the car is king, is adding something a bit different. They're also advising the time it takes to drive between two points.

This is made possible by a new computerized system that calculates actual traffic speed and is able to estimate the driving time between set locations.

KFVB Programmer DAVID HALL said, "We now have the technology to report traffic information on more relatable terms. Knowing

that it will take about 30 minutes to get from HOLLYWOOD to downtown L.A. is more helpful to me than knowing that a stalled car is causing a backup."

Now watch this idea catch on.

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POLITICIANS WANT TO BE HEARD-BUT DO WE WANT TO HEAR THEM?  
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A couple of U.S political heavyweights have sent letters to broadcasters asking that they increase their coverage of the Presidential election campaigns.

They are Senator JOHN McCain and the Chairman of the FCC MICHAEL POWELL who pointed out that, for example, many top rating TV newscasts contain no campaign coverage. They threatened to legislate to force a certain amount of free time for candidates.

I wonder did they stop to think that it may well be the lack of coverage that makes those programs top rating.

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XM IN GM  
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Like others, I've often wondered what was the biggest thing before sliced bread. But there's no doubt, in the U.S., what the biggest thing in cars is since power windows. It has to be satellite radio.

General Motor's have said a poll of their customers showed a very positive acceptance of in-car satellite services.

GM now has satellite radio receivers installed in 41 models and will extend this to about 50 by 2005. That will mean around 1.1 million vehicles.

The service being installed is XM Satellite Radio, one of the two subscription based satellite radio networks. The other is Sirius Satellite Radio. Both have been on-air since early 2000 and both offer over 100 channels of programs.

Now there's a bit of a fight building up between the satellite radio companies and the terrestrial broadcasters who, in a petition to the FCC, are trying to force the end of traffic and weather information currently being broadcast by the satelliters.

The land-based stations say that the satellite broadcasters are only licensed to provide national programming and not local.

Now, in reply, SIRIUS and XM have jointly also filed comments with the FCC in opposition to this petition, and have been joined by more than 25,000 satellite radio subscribers, industry organizations and other community groups and concerned citizens who want to keep the traffic and weather reports right where they are.

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ELVIS LIVES (AGAIN)  
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And still on the subject of US satellite radio...a special channel has been created on Sirius Satellite Radio that will broadcast Elvis Presley's music 24 hours a day, seven days a week.

The commercial free "Elvis Radio" has debuted with a live broadcast from Memphis, Tennessee where thousands of Elvis fans have gathered over this Fourth of July holiday weekend to celebrate the 50th anniversary of the king's first single "That's All Right."

Sirius believes it can avoid overly repetitive content by tapping the extensive Presley catalogue, including hit singles, 'B' sides, rarities, movie soundtracks and live concert recordings.

"I know he'd be beaming with pride at having his very own station," Elvis's widow PRISCILLA PRESLEY said in statement.

The channel is being launched in partnership with Elvis Presley Enterprises (EPE), the company which handles the Presley estate.

This is not something entirely new. There was an "All Elvis" radio station some years ago in America. Didn't last long though before Elvis left the building. Perhaps there's more of a chance at success on a dedicated niche appeal satellite channel.

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BRACE YOURSELF FOR THIS  
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For BRITNEY SPEARS fans it was a pretty good prize offered by WBMX - MIX98.5 in Boston.

Listeners were told that they could "Shop Like Britney". The prize package included a \$5,000 shopping spree, a night at the official hotel of the tour, her autographed gold record and front row seats to her concert.

Then she went and sprained her knee and cancelled the tour.

A radio competitor went on air and asked what will Mix 98.5 do now that Britney's cancelled her shows?

What did they do? Let listeners limp like their hero. Anytime they played Britney Spears the 18<sup>th</sup> caller got their very own Mix 98.5 Britney knee brace.

I presume they then went into a draw for the rest of the stuff. Otherwise the prize WOULD have been a bit limp.

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AND IN OTHER BRITNEY NEWS  
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In a radio prank staged by JIM NUGENT, an air personality at FM104 in Dublin, Britney Spears was almost tricked into confessing she had had an intimate relationship with actor

Colin Farrell, whom she dated last year.

Jim apparently phoned the pop princess pretending to be Colin Farrell, and told Britney he would score her "eight out of ten in bed."

Sounding stunned, Britney said, "Colin, I don't know why you're doing this, but I don't think it's very appropriate."

This is a bit of a trend. Radio personalities to call unsuspecting celebrities and politicians and fooling them into believing they're speaking with someone else. Everything old is new again!

By the way, Britney Spears is now going to marry dancer Kevin Federline, to whom she reportedly is now engaged. Well, she was at this time of writing.

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#### TOP RADIO PREP SITES

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This is cheeky. If you're on air and stuck for a name and request your problem is solved with this ingenious creation. It's a must for a jocks!!!  
Website: [www.randomrequest.com](http://www.randomrequest.com)  
e-mail: send via website

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#### A FINAL NOTE FROM THE EDITOR

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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](mailto: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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