

## THE RADIO WAVE

"Keeping Radio People in Touch"

1ST August, 2004

Issue #30

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By subscription only! Welcome to the thirtieth issue of

### THE RADIO WAVE

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**SPONSORSHIP NOTICE**

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 <<http://www.allaboutradio.net/>>

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**G'DAY.**

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Welcome to issue 30 of the Radio Wave newsletter.

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,

I put this release out this week. It's still early days and I've got plenty more work to do, but this might be of interest.

Cheers, Tim

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Australian only music features on new internet station "Aussie Gold Radio".

Presenting nothing but the best Australian music from the seventies, eighties, nineties and now, Aussie Gold Radio streams 24 hours a day.

Founder Tim Stackpool said at the launch, "We hope lots of ex-pat Australians around the world enjoy the service. Our news and announcements will be tailored to Aussie ex-pats as a point of difference to merely tuning into existing broadcast radio streams from Australia."

The station features true Aussie music and summary news from Australia, including weekend sporting results.

Currently Aussie Radio Gold is streaming a free low bit rate stream via the LIVE365 service based in the US to ensure compatibility with most connections. A higher quality MP3Pro stream is also available for a subscription fee.

"We hope that most people will take advantage of the free stream", Tim Stackpool said "but LIVE365 also offer a higher quality paid option independently funded by them".

The station plans to continue with the LIVE365 service, supported by website and 'on-air' advertising to cover operating costs. Tune in at [www.aussiegoldradio.com](http://www.aussiegoldradio.com)  
<<http://www.aussiegoldradio.com>>

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Tim Stackpool - Voice  
In Australia: 0419 244 443  
[www.timstackpool.com](http://www.timstackpool.com)

Outside Australia: +61 419 244 443

COMMENT: Good luck with the project Tim. If it's marketed well in those parts of the world where Aussies are lurking it should do well.

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My story in the previous edition of The Radio Wave re. news station KFWB in Los Angeles, advising in their traffic reports the time it takes to drive between two points.

The media release claimed that 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.

Well, it seems that this is far from something new. As the following emails point out.

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G'day Ian,

Interested to see your report from KFWB about freeway traffic times. This facility has been available from VicRoads in Melbourne for at least six years.

We broadcast travel times for all the major freeways in every one of our traffic reports (which are provided by the Australian Traffic Network), although we provide a much more detailed report than any other Melbourne station. The freeway info is also available on our website during peak periods - and it's also on VicRoads own website.

Regards,  
Gary Hoffman  
Station Manager  
Magic 693

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Hey Ian

On the traffic reports front, I hate to tell you, but in beautiful downtown Melbourne we have had travel times running effectively for about 16 years on our Freeways.

As former traffic king on legendary station 3KZ I pioneered the use of this service which, whilst experimental was certainly pretty accurate. The predecessor to Victoria's current VicRoads, the RTA developed the system at their then Hawthorn operations centre and delivered the data on the early computer bulletin board system Viatel (later Discovery).

The service is still in operation and delivered via 7-text and the VicRoads website in Melbourne.

Artie Stevens – former Artie Arterial.  
<<http://artie-online.net>> <http://artie-online.net>

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Hi Ian - I've just enjoyed reading your latest newsletter, but have a correction of sorts. Melbourne and Perth radio stations have been broadcasting similar details for a few years courtesy of data provided by VicRoads/Main Roads WA respectively.

Melbourne radio stations will quote traffic info eg, 'It's 40mins and red/heavy conditions on the Monash Fwy and 15 on the West Gate".

It's not a Nova-specific element either, VicRoads actually report on their website using colour codes light/medium/heavy traffic flows. I believe it's similar in WA with average speeds given for various road locations and travel times.

Hope life's going well for you and keep up the great work with the newsletter, Marcus Fitzgerald Brisbane

marcusf@tpg.com.au

COMMENT: I have seen and used the advisories on Melbourne motorways in the past but wasn't aware that they were also being used on air. For some reason (and I'm sure there's a good one!) this information is not being broadcast here in Sydney. Anyway someone should tell KFWB the bad news.

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Hi Ian. Got the latest newsletter. Will use the traffic report story on the BBC tomorrow - with proper credits of course.

And now a media release for you.

"The BBC in Birmingham has moved out of the famous Pebble Mill studios in Edgbaston to take over space at the Mailbox near the city centre. The Mailbox was the old Postal Sorting Office which has been turned into luxury shops and flats, fine restaurants -- and the BBC TV

and Radio services.

The first programme from the Mailbox was transmitted Sunday July 4th at 0800 GMT with Aussie broadcaster Ed Doolan hosting. This was same show in which Ian Macrae and Clive Robertson guested in January from the ABC studios in Ultimo."

There's more on the [www.bbc.co.uk/wm](http://www.bbc.co.uk/wm) website.

With best wishes  
Ed

Ed Doolan's BBC Website

[http://www.bbc.co.uk/england/radiowm/ed\\_doolan.shtml](http://www.bbc.co.uk/england/radiowm/ed_doolan.shtml)

STUDIO WEBCAM 1000-1300 GMT Mon-Fri or 0900-1200 GMT Sundays.

<http://www.bbc.co.uk/england/radiowm/webcam.shtml>

COMMENT: Handy having those restaurants in the same building. I guess you'd better update the traffic story now, Ed. Let the listeners know your home country was 16 years ahead of the yanks!

Mail is always welcome here at The Radio Wave.

ian@allaboutradio.net

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PUTTING WORDS IN HIS MOUTH  
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Since his death many interesting facts have emerged about Marlon Brando. One of them, as reported by [allmovieportal.com](http://allmovieportal.com), indicates that Marlon used radio to help him during production of "The Island of Doctor Moreau" in 1996.

Apparently he wore a small radio receiver to help him remember his lines. His co-star, DAVID THEWLIS, said he'd be in the middle of a scene and suddenly he'd be picking up police messages and Marlon would repeat: "There's a robbery at Woolworth's!".

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HOW ABOUT A DATE?  
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The UK Government has become the first to indicate that they're actually considering naming a date when analogue radio will be switched off for good making way for digital.

Tessa Jowell, the Culture Secretary, has written a foreword in a report by the Digital Radio Development Bureau which says:

"Later this year, I will be reviewing the take-up of digital radio and considering how long it would be appropriate for sound digital broadcasting services to be provided in analogue form."

Which leads to the question...why would the Government want to do something that is going to be so unpopular? Apart from the zealous enthusiasm of a small number of digital believers there is no frantic rush by listeners to convert.

The UK radio industry is more realistic and sees a situation where analogue will co-exist alongside digital in a simulcast situation for a long time.

While there's no doubt that her Government is keen to get the new technology happening this

sounds to me like a bit of a bluff to bully listeners into making the change sooner rather than later. In Britain this would mean over 100 million radio receivers becoming obsolete.

Or, will they? As in Australia, I'm wondering what all those vacated frequencies on AM and FM would be used for. Can't imagine all that suddenly available spectrum being unused. Or Governments not foreseeing a way of making lots of money auctioning off the analogue airspace.

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#### DIGITAL RADIO BUGS YOU

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Meantime there's a new digital radio on the market in the UK (that has just been demonstrated in the digital trials in Australia) called The Bug. It's called that because it looks like one.

It's from the UK's Pure digital company and lets users record programs and export them to a computer. From there they can be loaded onto a portable music player like Apple's iPod or burned to a disc.

In the first quarter of next year digital radios equipped with memory will be able to schedule programmes to record. The Bug can already record, pause and rewind "live" radio.

The Bug sells for about 150 pounds...around US\$273...pretty expensive for a small portable radio. Radio executives have said that digital radios need to get cheaper for the market to grow. Can't argue with that.

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#### STUPID RADIO STUNTS – A CONTINUING SERIES

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Magic 98.9 evening jock in Pueblo, Colorado, known simply as JoJo, told a caller that to win a prize she would have to beat her child hard enough to be heard on air and to make the poor kid cry.

Then he laughed at a number of calls from listeners complaining about the incident saying: "we do this to increase our ratings and my management loves this kind of controversy."

At least he was honest about that. I checked KKFM's web site and it promotes "JoJo weeknights 6-Midnight. Call JoJo but be aware that if you call the night show not only will JoJo play back the phone call on the air but he'll also make you look like an ass, thank you !"

I think we know who the ass is. What a jerk.

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#### AND ANOTHER ONE

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This one in Austin, Texas. Dan Chappell, known to listeners of 96.7 Kiss/FM as "Lunchbox", thought it would be a fun thing to do to walk into a convenience store wearing a ski mask as he went live to air broadcasting the reaction.

The plan was to coolly buy some chewing gum and say nothing else that would indicate a threat. The guy behind the counter hit the silent alarm as soon as he saw him.

The cops arrived and arrested Lunchbox for making a threat, even though he hadn't. They said he not only endangered his life but also those around him. Management at KHFI issued a statement expressing concern over the incident. Sure.

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## SHOCK RADIO STATION LOSES IT'S LICENCE

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Quebec city radio station CHOI-FM says it will appeal a decision by Canada's regulatory agency not to renew its licence.

The Commission considered that offensive comments made by the hosts over the station's airwaves tended or were likely to expose individuals or groups of individuals to hatred or contempt on the basis of mental disability, race, ethnic origin, religion, colour or sex.

The Commission also considered, among other things, that the station's hosts were relentless in their use of the public airwaves to insult and ridicule people.

The CRTC says it has received 92 complaints regarding the radio station. The station's troubles are largely due to morning show host Jeff Fillion's outspoken comments.

He's talked on-air about the relationship between a woman's breast size and intelligence, in reference to a local TV announcer.

In its decision, the CRTC cited several of Fillion's comments, including that psychiatric patients should be euthanized, that African students at Laval University are the children of brutal dictators, and comments about rival radio host Robert Gillet.

Gillet is suing Fillion for connecting him with a juvenile prostitution ring in Quebec. Gillet was convicted of paying for sex with a 17-year-old prostitute, but is appealing the ruling.

CHOI's owners say they will fight the decision in court. The station loses its licence on Aug. 31.

The latest news says that the staff at CHOI is "jubilant" due to what appears to be growing support among some members of the Canadian government to lessen the punishment against CHOI for broadcasting offensive programming over a period of years.

Betcha it's been a lively station to listen to!

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## COMMERCIAL RADIO LESS COMMERCIAL

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Interesting that America's largest radio network has announced that by next year its more 1,200 stations will cut back on the number of commercials aired every hour.

In fact, the DMG owned Nova network in Australia since its inception a few years ago has applied this programming philosophy known by the slogan: "No more than two ads in a row." It certainly has done them no harm as far as ratings are concerned in fact it's been a winner.

DMG CEO PAUL THOMPSON said: "possibly the most significant aspect of the Clear Channel decision to reduce commercial content is that they will be charging a premium for the first and last commercial in a break."

"The decision by Clear Channel is recognition by the biggest radio broadcasting company in the world that commercials other than first and last have less impact and are less effective."

"The concept DMG introduced at Nova 3 ½ years ago also recognised that and Nova has eliminated the ineffective (ie. only the first and last commercial positions are available to advertisers on Nova)."

Meantime the other Aussie networks are holding fast with their long, endless commercial breaks claiming that they do work for all advertisers no matter where in the cluster their commercial is placed and, besides, listeners don't mind long breaks.

EDITORIAL COMMENT: B.S.

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HOLD THE PHONE

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A South African radio reporter went a little more live than anticipated when he was mugged on air for his mobile phone.

Regan Thaw of Johannesburg Talk Radio 702 was about to deliver an on-site report from a local squatter settlement when one of the locals pulled a gun on him.

"I asked him a question but got no response, I just heard shuffling and muffled voices in the background," said 702 news editor Katy Katopodis, who was on air with Thaw at the time.

"He had a gun held to his head and he was told 'give me your phone' ... (the man) threatened to kill Regan if he didn't hand over the phone and his belongings."

Regan obliged and the show went on - without his report.

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BIZARRE BAZAAR BOOKS

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Every July Sydney based classical music community broadcaster 2MBS/FM stages a Book and Record Bazaar to raise funds.

Since 1997 they've had a quest to find the most boring book title donated.

This year the nominations were: "Lectures on Early Welsh Poetry", "Get Around in Welsh", and "The Dashboard Revolution - a Practical Guide to Car Instrumentation".

The first winner back in 1997 was: "A History of Concreting in Sweden."

I've been waiting for the movie.

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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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