

THE RADIO WAVE  
"Keeping Radio People in Touch"

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Issue #31

Ian MacRae, Editor, radiowave@allaboutradio.net

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By subscription only! Welcome to the thirty-first issue of  
THE RADIO WAVE  
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SPONSORSHIP NOTICE  
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FOR SYDNEY-BASED READERS: In conjunction with former Austereo-Sydney Creative Director Michael Caloudis, The Ian MacRae Radio School has developed a 6 week copywriting course, commencing in October 2004.

The course is designed to give a solid start to students with little or no experience in advertising and includes advertising theory, generating ideas, writing campaigns, dealing with clients and finding a job.

It's very interactive and entertaining. Most importantly, we've decided to limit the class size to 6 students, to make sure each student gets plenty of one-on-one attention.

If you who enjoy creative writing, this could be the first step towards actually earning a living doing what you enjoy. It's also a great way for someone with announcing training to 'multi-skill' and a sure-fire way to get a job ahead of other prospective announcers."

For more details, contact The Ian MacRae Radio School on 9264 0510 or visit [www.radioschool.biz](http://www.radioschool.biz)

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G'DAY.  
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Welcome to issue 31 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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The Last Radio Station is last again! This email received from Keith Lake...

Hey, when you get time, check out the LRS in all its radiant 24/7 glory at:

<http://home.nc.rr.com/gttyson/lastradio.html>

I remember you gave us a mention in your November 2002 newsletter issue (#12). We were still struggling along with one computer and were offline as much as we were on.

This situation has been remedied with the installation of a second computer and we are now on 24/7. Give us a listen when you have some time and let us know what you think.

Keith Lake, his bad self  
LRS Majordomo

COMMENT: There's the invitation to Radio Wave readers. I'd be interested in your comments. They have a very interesting playlist.

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KIDNEY SAVES JONAH LOMU'S BACON  
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The former Rugby Union player for the All Blacks, JONAH LOMU, had a kidney transplant. At 29 years of age, he's reportedly recovered rapidly and could even return to Rugby.

And what's this got to do with radio, I hear you ask.

Well, the donor was radio 91ZM in Wellington morning host GRANT KEREAMA. Once again, radio to the rescue.

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COFFEE AROMA AND MUSIC IN THE AIR  
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Coffee and music have always had a natural alliance and so it will probably be a successful match when Starbucks coffee places throughout the U.S. begin an alliance soon.

For a start, the Starbucks music channel, "Hear Music", will also be broadcast on an XM satellite channel giving it access to 2 million subscribers. Then, in 2005, XM will be available in more than 4,000 U.S. Starbucks locations.

Next to come...Starbucks will offer a CD burning service to

select Starbucks Company-operated locations.

So, there's some added attractions coming up to ease the pain of paying big bucks for Starbucks coffee. (Personal comment)

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PARTY GOERS JUMP SHIP  
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A popular promotional activity by WQBK-The Edge in Latham, New York is their weekly Wednesday night Booze Cruise. It's a three hour party with live music on the Hudson River sponsored by Budweiser.

And that sponsorship was probably part of the problem with one cruise last month when things got out of control with fights and party goers jumping overboard resulting in the police being called in to meet the boat at the dock.

"Some of the people on the cruise itself were getting unruly," Albany Public Safety Department spokesman Detective James Miller said.

"The captain felt he'd be better to bring the boat back in and dock it," Miller said. "At that point when he brought it back in, a couple of people jumped overboard. He was concerned for their safety so he was unable to dock it and that's when they called police."

Police say one man is in custody and they're looking for another. Charges are expected to be filed. So a jolly good time was had by all.

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AND GOLD FOR THE OLYMPIC DUMMY-SPIT GOES TO...  
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Talk-radio 2GB Sydney presenter and Olympic commentator RAY HADLEY got unwanted national media coverage for what will be his most remembered call from Athens.

A bootleg copy of him going ballistic off-air about the station news editor down the line to the Sydney studio was recorded and mysteriously found its way onto the internet and from there there into newspapers and, in all its glory, onto the TV PROGRAM "Media Watch".

Alternative rock radio network Triple J even turned it into a rap version.

Seems Hadley was upset that his call of the 400 meters wasn't used in the 6am news.

In the expletive driven rave Hadley used the f-word more than 20 times and referred to the senior news chief as an "idiot" and a "spastic."

He has since apologized that it was recorded and leaked to the public and to any listeners he may have offended but, I note, NOT to his co-worker.

This is not an isolated incident with this man as anyone who has worked with him in the past will testify.

The question has to be asked...in what other industry would

this sort of bullying and harassment be tolerated?

And by the way, as The Spastic Centre pointed out, having cerebral palsy doesn't mean you're low on intelligence. Often quite the opposite in fact as anyone who's enjoyed the Australian stand-up comic Steady Eddie would testify.

At the time of writing the audio grab was still posted at <http://www.radionews.moonfruit.com> Go to Radio News and check August 25<sup>th</sup>.

P.S. I'm not being coy by not spelling out the f-word. I just don't want to trigger off some reader's spam filters f-it!

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SOCCER COMMENT GETS RED CARD  
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Still on the Olympics...in the U.S. sports anchorman SID ROSENBERG was approaching contract renewal time with College Sports Television when he let fly with one of his outrageous comments during a regular spot on the syndicated IMUS IN THE MORNING radio show.

He referred to the U.S. Olympic women's soccer team as "juiced-up dykes".

As a result of that suggestion he was "released from his job" as TV commentator.

Mind you, he was probably closer to the truth than RAY HADLEY was!

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STUPID RADIO STUNTS - A CONTINUING SERIES  
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Two former Little Rock U.S.A. radio personalities are now facing felony charges for allegedly distributing hardcore pornography on DVD to bystanders during a Gay Pride parade in Conway, Arkansas.

Phillip Beard 23, also known as "Philip Satchel", and Chris Brown, 47, are both facing charges which each carry 1-5 years in prison and fines up to \$2,000.

The two DJs were contacted and told to turn themselves in after arrest warrants were issued by a court. The couple were part of the "Morning Buzz", heard on KABZ-FM, 103.7. They're accused of distributing the pornography to a 16-year-old boy.

The mother of the boy is now suing the station and the personalities saying they acted recklessly in handing out the material to teens. The lawsuit claims the station and its employees were trying to boost ratings by humiliating Gay Pride Parade participants.

Note that I used the word "were" part of the Morning Buzz. Their program has been suspended and I notice there's no mention of it in the Show Line-up list on the station's web site.

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SINGLES SALES IRRELEVANT  
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A sign of the times and another step in the demise of the CD

single. In the UK Virgin Radio has teamed up with the online music download service Napster to produce the first UK radio show that counts down the week's most downloaded songs.

Not to be outdone, the Official UK Chart Company will do a rival download chart for a countdown on BBC1.

More than a half-million songs were legitimately downloaded in the first five months of 2004, a figure that is expected to climb sharply in the wake of the heavily promoted launches of Napster, iTunes and Sony Connect.

In the U.S. APPLE has announced that the iTUNES MUSIC STORE now has over one million songs available for download.

Meantime the British Phonographic Industry reported that CD single sales tumbled 32 percent to 12 million pounds in the first quarter of 2004.

All of which makes chart countdowns based on sales of singles a bit of a joke.

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A CRACK ON THE RADIO  
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"Dude, you are going to get punished today" was the warning given to an intern at radio WNOU Indianapolis by the morning duo of BILLY & MARCO. The intern in question is known as SUPER FAT MIKEY and the duo said they'd just had it with him because he was always hounding clients for freebies.

So they warned him on-air but gave no clue as what the punishment would be. He soon found out. Seems that Mikey had been leaning on a client to give him a new windscreen for his car because his current one had a crack in it.

So Billy & Marco decided to push things along a bit...went to his car with a live mic and set to smashing the windshield to bits on the air. Mikey heard the noise, ran to the scene of devastation and just about fainted when he saw what was happening.

Happy ending: an glass repair company was standing by to fit a brand new window.

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A FINAL NOTE FROM THE EDITOR  
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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 send 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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