

THE RADIO WAVE  
"Keeping Radio People in Touch"

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Ian MacRae, Editor, [radiowave@allaboutradio.net](mailto:radiowave@allaboutradio.net)

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"The Beginners' Guide To Becoming A Radio Star"..  
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is established.

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G'DAY.

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For our first-timers let me welcome you and explain that  
this e-letter is designed for people who'd like to be in radio,  
newbies who've just started and full-time professionals.

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.

Anything you want to market or promote (even yourself)...  
go ahead.

You can reach me at [radiowave@allaboutradio.net](mailto:radiowave@allaboutradio.net)  
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## TRANSMISSION OF DISEASE?

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A couple of years ago it was found that people living within a 3 kilometre radius of Vatican Radio's powerful transmitters just outside Rome had an unusually high death rate from leukemia.

Now a similar study by Korean scientists has found that areas near to AM transmission towers actually have 70% more leukemia deaths than those elsewhere. It also found that cancer deaths were 29 percent higher near such transmitters.

The study is to be published in the International Archives of Occupational and Environmental Health. In it the Koreans looked at the death rates in 10 regions with AM radio-transmitting towers broadcasting at more than 100 kilowatts and compared them with control areas without transmitters.

The substantially higher cancer mortality in those who lived within two kilometers of the towers led researchers to conclude that more investigation was needed.

However one of those with doubts is MARU MCBRIDE who's an epidemiologist at the British Columbia Cancer Agency. She says other causes could have contributed to those cancer rates.

"There have been many studies like these, and they aren't very convincing. Many other factors could have contributed to those cancer rates", said McBride, who has headed a number of similar studies and found no direct link.

She said it's equally important that studies in the lab aren't showing how radio waves can produce cancers. (They can transmit 100KW in a lab situation??)

One expert who does believe there are health effects is SAM MILHAM, a Seattle-based epidemiologist and a pioneer in electromagnetic-field research. He points out: "Lots of research papers from around the world show increased cancers near transmitters, although TV and FM transmitters are more often implicated."

He's convinced that politics and corporate interests are behind the denials of health risks.

And what about radio waves from microwaves and mobile phones?

I have a feeling that one day the truth will come out and it will be as big a scandal as the asbestos disaster.

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## TAKING SIDES

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This seems such an obvious innovation I'm surprised that no-one has done it before now.

It's called DualDisc and it's a two-sided disc made up of a CD on one side and a DVD on the other.

So you can have a full album on the CD side and on the DVD side the same full album in enhanced sound such as Surround Sound plus special features like music videos, concert footage, interviews, photo galleries, lyrics and even web links.

Dual Disc is compatible with just about every CD or DVD player and among the companies who've announced plans to release material on the new format are EMI, SONY, BMG, UNIVERSAL, WARNER and 5.1/SILVERLINE RECORDS.

Only minor problem I can see here is in the care of handling the discs as it will be very easy to get greasy fingermarks over the surface.

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CLUSTER CONFIRMATION  
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Latest research from the United States confirms what's been obvious for years...listeners actually tune-out during long commercial breaks.

Yet certain networks still insist that this is not so and continue with their seemingly never-ending clusters.

Bridge Ratings in California have done an eight-market study which shows that by the 5<sup>th</sup>. or 6<sup>th</sup>. ad a lot of listeners have gone elsewhere. One station in Phoenix, Arizona had only 19% of its 'favourite station' audience left after six commercials.

Talk radio however was not so badly affected with listeners more prepared to stay around. Which makes sense as they're not hanging out for more music.

This survey certainly justifies the decisions by some U.S. networks including Clear Channel and Infinity to reduce the clutter.

The President of Bridge Ratings DAVE VAN DYKE, said::  
"Listeners tolerated lengthening spot breaks until around 2000, when they began to readily embrace alternatives such as MP3 and CD players and, more recently, internet and satellite radio.

"Among our clients there is a general feeling that radio must now take a stand and shorten its commercial breaks and promote this change before and after the break and in advertising.

"If the industry were to do this as a whole, the audience would quickly perceive the change. Listeners have not left radio...their behaviour has changed. They tune to other stations or other options and apparently return in droves. They want to listen. Radio just needs to find the proper combination of commercial and entertainment content."  
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A TOKIN' APOLOGY  
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A Great Barrier Island radio station announcer who abused police officers after they sprayed some of the island's cannabis crop was ordered last month by the New Zealand Broadcasting Standards Authority to apologise on air.

On March 19 this year Beach 94.6FM announcer TONY STOREY, who was arrested in the police operation, referred to police in disparaging terms and broadcast songs with offensive lyrics.

The complaints were lodged by the wives of two of the police officers involved. (One was in a spotter plane)

The authority found the principle of good taste and decency had been breached and upheld the complaint about the offensive language and lyrics.

It also found the principle of law and order was breached when Storey encouraged listeners to protest by smoking cannabis at the radio station.

The authority ordered that the station broadcast an apology and a statement summarising why the complaints were upheld.

In his response, Tony Storey said the station targeted the 25-year-old plus market and that he would be surprised if children listened to his station. He said he tried to broadcast "real" radio dealing with "real" issues, and was not vulgar. The song "I'm a cool motherfucker", he argued, was regularly played by Auckland radio stations which targeted children.

He also contended that "at least half" of the Island residents smoked marijuana and that marijuana use was acknowledged by the station as it was important to relate to listeners honestly.

Fair enough although I suppose that's also one way of losing half your potential audience!

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RATINGS GO ELECTRONIC  
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The UK radio ratings organisation RAJAR has said it will replace the old diary method with electronic metering from 2007. Hooray! At last a major ratings company recognises the future.

Now they have to choose between one of the three systems. They are ARBITRON's Portable People Meter (PPM), GfK's wristwatch meter, and EURISKO's meter.

Meantime KELVIN MACKENZIE, whose WIRELESS GROUP has sued RAJAR and who is running tests of the GfK system on its own, is as usual being critical of Rajar saying: "more tests, more twaddle. To say that we need to wait another four years for a possible introduction to electronic measurement is unacceptable."

Although industry sources tell me 2007 is reasonable given all the logistics involved.

They would probably call tenders in 2005, have the hearings and then award some kind of parallel run of all three devices in 2006 with a 2007 turn over to the favoured portable electronic company. Pretty much what the Canadian industry did.

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INSULT TO MOLES  
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Another interesting ruling by the New Zealand Broadcasting Standards Authority.

The BSA ruled that Newstalk ZB host PAUL HOLMES' description of a Labour MP, TARIANA TURIA, as a "confused bag of lard,"

"all mouth and no trousers, all talk and no walk," and a "complete fool" was not a violation of any rules.

However, his comments while discussing gang rape allegations against Rugby players, did run afoul of the rules. He alleged that women who go to parties with rugby players are "moles"

Well, we all knew that.

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#### PANTIES AND PROMISCUITY

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They're a little bit harsher in Singapore where the Media Development Authority, a state media watchdog, reacted to complaints about "sexual vulgarity" by several listeners to The Morning Madness Show on Government owned MediaCorp Radio.

The radio station was fined US\$18,000 and one DJ, SHEIKH HAIKEL, was fired and another suspended after they **made** sexually suggestive on-air comments about pornography and women's panties.

What was said? Well, a student phoned the DJs asking for advice on how best to approach a girl he liked. Sheikh told the caller "to ask the girl whether she was wearing white panties" and what she looked like under her school uniform.

The listeners who complained said this advice "encouraged premarital sex and promiscuity".

And they think they have indecency problems in the U.S.?

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#### SOUNDS LIKE RADIO

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Microsoft is upsetting some American broadcasters with the latest addition to its MSN Music Service as part of the new Windows Media Player 10 software. It offers streaming audio that sounds just like it's coming from local broadcast stations but without the jocks, local content and commercials.

It can be found at [www.beta.music.msn.com](http://www.beta.music.msn.com) in the section named "Local Stations".

Microsoft is using playlists from more than 900 radio stations to simulate the sound-alike internet stations. They're buying the lists from Nielsen Broadcast Data Systems. These are normally used by station managers and program directors to track what's being played by competitors and in other markets.

Microsoft, however, feeds the playlists into computers, which automatically generate playlists to create the sound-alike MSN station. The song lists are changed to adhere to rules that are different for Web radio casts and to exclude songs that Microsoft does not have rights to distribute on the Internet.

But radio industry experts said creating stations that sound like local radio outlets without permission presents a possible trademark infringement problem, much like selling a generic soft drink that's "just like Coca-Cola" with the same ingredients.

Basically Microsoft are cashing in on the hard-earned brand awareness of the stations and potentially cannibalising their

success.

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QAY'BE (Klingon)  
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To mark its 10th anniversary, German broadcaster, Deutsche Welle, has added Klingon - spoken in the Star Trek series and movies - to the 30 languages used on its website.

The German Government funded radio and TV network says the dialogue of cultures does not end at the edge of our solar system.

For Klingon fans all over the world, the Deutsche Welle site aims to make brushing up on the Star Trek lingo "qay'be" or "no problem"!

Here's where you can study it...

<http://klingon.dw-world.de/english/index.php>

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LISTENER WITH A SHORT FUSE  
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Down through the years I've had all sorts of incentives from listeners to play their request. But never a bomb threat.

BILLY WAYNE MILES, 58, was listening to Oldies KMCM in Odessa, Texas when he called ABC's toll free number to request Fats Domino's "Ain't That A Shame". (KMCM was taking a satellite feed from ABC's Oldies Radio format).

Upset that his request wasn't played after three attempts he called in for the fourth time with a threat to say "there will be a big bang at a downtown parking garage in ODESSA, TEXAS at 2 today."

Buildings were evacuated and terrorism agents arrested Miles, who has diabetes and emphysema and had to be brought to court on a gurney with an oxygen tank. His attorney claims he's no threat, but he may face up to 10 years in prison for wanting to hear Fats Domino too much.

Now THERE'S a top idea for a request show. "Request Threats." The caller making the biggest threat gets their song played! Um...only kidding.

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FUGITIVE FRENZY  
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"The Fugitive" has been a pretty successful radio promotion in many markets around the world.

A listener has to simply walk up to someone and ask if they're the Fugitive and if they're correct the big prize money is won.

However the promotion's dragging on a bit in Canada where the whole thing is beginning to tax local authorities.

In Ottawa CHIT/Hot 89.9 is offering \$25,000 to the first person to find the fugitive and they've been giving clues as to who the person may be for nearly a month yet no-one's been able to spring him.

Well, the latest problem with the contest occurred when the station directed searchers to get to the airport before "The Fugitive" departed.

So many people showed up at local airports that security was over-burdened and now some airport officials want the station to pay for the extra security measures that were undertaken to deal with the in pouring of money-seekers.

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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)

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