

THE RADIO WAVE
"Keeping Radio People in Touch"

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THE RADIO WAVE
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discover here is "the basics" of radio. Stuff that applies
anywhere in the world where professional commercial radio
is established.

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G'DAY.

This is our first issue for 2005.

Encouragingly we've had a lot more subscribers signing on
thanks to many of our reader's efforts in spreading the word.

This newsletter is 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.

If you'd like to contribute an article...you're welcome.

You can reach me at ian@allaboutradio.net

WE HAVE MAIL

Early January I received this MEDIA RELEASE. (Edited)

Australian Voice Artist Management organisation Ausvoice.com has launched an alternative National News Service for Community Radio Stations in Australia.

The concept came out of a "conversation" in which Ausvoice.com manager Artie Stevens was challenged to "do better" than the service he was criticising (the current National service). The following Monday Australian National Radio News launched in a trial form for the next three months or so.

Bulletins are being produced in the Ausvoice.com studio for the moment at the rate of three bulletins a day, Monday to Friday, one in each major daypart, and made available on one of the Ausvoice.com servers linked from the ANRN website

The service is being offered free of charge to Community Stations, and eventually is expected to carry a sponsorship message in order to pay for the overheads. Artie Stevens said he was pleased with the response and the feedback he was getting from the Community Stations.

Good concept. Now at the beginning of February Artie tells me they have about 12 stations. But they need at least 50 to attract sponsorship which could continue it a free service or at least keep costs low for stations. This doesn't look like it's going to happen.

"So," he says, "we are currently negotiating with an organisation to take over the service and offer it to Community stations for a fee that would be within the reach of most, taking into account the fact that an AAP fee is also required to be paid."

You can sample the service at <http://anrndaily.tripod.com>

THIS HAS GOT TO HURT

The standing record for the world's longest continuous broadcast by a single DJ was set in 2002 by a DJ in Switzerland. Or so it was thought.

So when Dave Plotkin went on air at WPRK-FM, a college station in Florida, at 9am on a Monday and signed off at 11.03pm Friday making a total of 105 hours he thought he'd broken the record. That was two weeks ago.

Now it turns out he was 10 hours short.

Officials at Guinness world records say that according to their records, a Sri Lankan man, Arulanantham Suresh Joachim, stayed on the air a record 120 hours in June 2003. Guinness says it took a year and a half to complete the documentation and update its database.

"Please send our apologies," said Sam Knights, a Guinness spokesman. "Unfortunately this is just the nature of record-breaking. We have 60,000 people contact us a year."

"When I told people, there was sort of a gasp," Dave said. "But here's the thing - it doesn't matter. Yeah, I'll still have the U.S. record, but the important thing is we've raised \$17,000 for the station - and people are still donating."

"Besides, it was the most fun I ever had,"

Dave Plotkin said he plans an attempt of 144 hours by next year, if the station allows it.

That's a big challenge. Apparently toward the end of this attempt he tried to put CDs into closed trays, banged his head on the microphone and forgot his station's call letters. (Mind you, I do that every Monday morning!)

FM DEVELOPER HONOURED - HOUSE WRECKED

Most people believe that FM is a fairly new technology.

It was actually developed by an American electrical engineer by the name of EDWIN ARMSTRONG in the 1930's. By the late 1940's there were 600 FM'ers in the U.S.A. In 1961 FM STEREO began.

Now the Columbia University lab where Edwin Howard Armstrong developed FM radio technology has been given National Historic Landmark status.

Apparently his house in Yonkers, which had been similarly listed years ago, was demolished in 1983.

POO PAPER PANIC

Threatening the supply of any of life's basics always makes for a good radio stunt. Toilet paper certainly comes under that heading.

And so it was that Arizona residents listening to Deejays "KRAZY KID," "RUBEN S," and "CORINA," on 104.7 Kiss-FM rushed stores and hoarded supplies when the presenters told their listeners that a paper production plant in California had to cease operations because bacteria had contaminated the site.

Of course it was a hoax. The station turned the "whole Valley into lab rats," deejay Corina said, so they could show how ridiculously some people reacted to this week's water supply woes.

"We just wanted to . . . pontificate on how crazy our society is," Kid said.

Perfect way to wrap up a stunt. Say something like "we did it to prove something" or "it was all in a good cause". That gets you off the hook if any listener seriously complains.

DEAD RECKONING

Meanwhile in the Lone Star State...a Texas station is using OSAMA BIN LADEN as a marketing tool.

Talk radio station KLIF-AM has created controversy by erecting about 20 billboards around the Dallas-Fort Worth area that feature the Cave King. The signs say "Some People Want You Dead".

"We wanted to get people's attention," said KLIF general manager Lon Bason. "We knew this would strike a chord."

Certainly did. The station has received hundreds of e-mails and phone calls commenting on the signs split between positive and negative. One negative caused a billboard to be removed after a nearby funeral home objected to the wording.

WE HAVE A WINNER...OR SOMEONE DOES

There have been complaints in the past about radio station contests offering big prizes but which are actually run on a national basis meaning only one station in the network will have an actual winner.

Now there have been objections to the Austereo (Australia) network's \$50,000 January cash giveaway not so much based on the fact that the listeners had a vastly watered down chance to win as it was run over the whole network but that in Perth, 92.9-FM was deceptive because it led listeners to believe the winner was local, although she was actually from Queensland.

The presenter, Sal, continually hyped the upcoming draw and eventually rang the winner giving the impression the lucky listener was in Perth. In reality the winner was about 4,000 kilometres away in Brisbane and had already been called by the station she listens to...B105...and congratulated on winning the \$50,000.

After which Sal called her, pretending she was a local Perth winner. Which led to accusations of deceptive and misleading conduct by 92.9 who basically broadcast a bogus call.

Certainly the rules, terms and conditions were laid out in fine print on the station's web site but that doesn't excuse the pretence that it was a local winner. In fact, what the station was doing was conning its listeners which I think is a pretty dumb thing for any station to do.

JOCK IN HOT WATER

JOEL MURPHY, alias JAVA JOEL has talked himself out of his job as nighttime jock at WKSC-FM Chicago.

During his show he referred to the 1980's sitcom "Mr. Belvedere" which was about an English housekeeper who helps raise three youngsters. That led Murphy to joke about the possibility of adopting "three black kids" and "taking them to the zoo to see where they came from."

At least one listener who heard the bit complained to the station, prompting an internal investigation and Murphy's dismissal.

This wasn't the first time Java's been in trouble. Last October he was suspended for one day without pay for making inappropriate remarks on his show.

Must be all that caffeine.

WHAT GOES ROUND...

The staff at the BBC in Birmingham have been issued a memo which gives instructions on how to walk through a door. In

this case - a revolving door.

It's headed "Revolving Security Door User Instructions" and comes complete with matchstick men diagrams in case the wording is too complicated.

Apparently this was inspired by a staff member getting her foot trapped in the new doors and cracking a toenail.

As a service to Radio Wave readers here's what the memo suggests you should do when confronted by a revolving door.

"To enter the secure space move directly into the revolving door compartment. The door will start automatically. One person per compartment. Keep hands, feet and bags away from the edges of the door."

This follows a similar situation where, in the North of England at BBC Radio Sheffield, a memo instructed staff how to boil a kettle. (You may find this comes in handy too.)
"Remove lid from kettle and fill kettle with water."

THANKS FOR THE MAMARIES

Clear Channel in America has come under fire from women's health advocates for a contest last Christmas called the "Breast Christmas Ever" where 13 women got to win breast enlargement surgeries.

The contest went to air in Tampa, Jacksonville, St. Louis and Detroit.

The women's health groups believe the contest promoted potentially dangerous surgery and left winners with no legal remedies should the surgery go bad. Meantime Clear Channel said this was a decision by local managers.

"It's not a Clear Channel-sponsored contest," spokeswoman Jennifer Gery said. "We empower our local manager to make programming decisions."

Sure, but the concept was obviously floated to stations by the network in the first place. Either that or it's a hell of a coincidence that four Clear Channels thought of it at the same time.

OVERRIDING IN YOUR CAR

You're cruising along in your car enjoying a favourite song on the radio when, without warning, the music stops and is replaced by a voice informing you that there's an emergency vehicle behind you and demanding you move over.

This is made possible by a new technology being developed by three companies one of which is Alert Devices International Corporation who have upset the National Association of Broadcasters (NAB) in the U.S. by marketing the device on the internet without any broadcast approval.

ADI says the low power transmitter could save lives but the NAB is opposed to the idea of blocking someone's radio to

execute the alert saying that it's a laudable goal but it's far from clear the proposal is the best means of achieving that goal.

They point out that ADI have not publicly released technical specs for the device making it difficult to evaluate the safeguards the company claims it has inbuilt. Also it can only alert drivers tuned to the AM or FM bands and not those listening to a CD or even satellite radio so how would the emergency vehicle crew know whether they were being heard or not?

The NAB also points out that there is no record to support the notion that drivers would safely pull over when they did hear the alert.

I guess, basically, what the device is doing is jamming and overriding broadcast signals from licensed operators which is illegal in most parts of the world.

Well, the free world anyway.

WEAPONS OF MASS MEDIA

Harris Broadcast Communications has been awarded a three-month, US\$22 million contract by the Iraqi Media Network for work involving the country's public radio and TV broadcasting organization. Funding is by the Iraqi government.

If things ever eventually settle down in that embattled country I'm waiting for the first hit music station...
IRAQ&ROLL-FM

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