

THE RADIO WAVE  
"Keeping Radio People in Touch"

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Issue #36

Ian MacRae, Editor, radiowave@allaboutradio.net

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By subscription only! Welcome to the thirty-sixth issue of  
THE RADIO WAVE  
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WE HAVE MAIL

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Hi Ian,

Happy new year to you. As promised an update on the fortunes of pirate radio for you. The station is now streaming at:  
[www.rock-pirate-radio.com](http://www.rock-pirate-radio.com)  
and at  
[www.streamerp2p.com](http://www.streamerp2p.com) If anyone is going via the streamer website, they have to look for Rock Pirate Radio.

Best Wishes for 2005.

Paul Bryce.

COMMENT: This is the internet station (not REALLY a pirate!) that's based in Stoke-on-Trent in the UK. Any station that boasts that Carlos the Chicken as its manager must have something going for it! By the way you'll need to download the free "Streamer" player to hear it.

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From Ed Doolan, Birmingham UK:-

UK Broadcasting legend Les Ross has returned to the BBC after an absence of 29 years. This is the first show he's done that hasn't involved an early start. He has been doing Breakfasts for (wait for it) 34 years continuously, finishing at the end of last year and moving back to the BBC where he began on November 14th 1970.

With best wishes

Ed

COMMENT: I know how he feels although my longest continuous

breakfast gig was half the length of his.

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Ian,

Now I know what was missing from my life in this year of 2005 - you guys! Welcome back to enriching our lives with t'riffic "inside" stuff, and an attitude that is professionalism itself!

It's great to work in this business with people like you around!

Regards,

Bob Taylor, 2VM - Moree

COMMENT: Thanks Bob. Now I'm blushing.

All comments are welcome here at The Radio Wave ...negative, positive or indifferent. Address: [ian@allaboutradio.net](mailto:ian@allaboutradio.net)

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CH-CH-CH-CHANGES

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Radio as we know it is under siege.

In the U.S. the two new satellite radio networks now have between them over 4 million subscribers and growing daily. There's talk of Australia and the Pacific region being covered within a few years by World Space whose AsiaStar satellite already services SE Asia and sweeps the NW coast of Australia including Darwin.

Then there's internet radio, which looked a bit wobbly for a while, but is currently becoming a force to be reckoned with. A now there's what I regard as an even bigger threat to terrestrial radio...the ipod.

Basically this means people can listen to their own selection of music rather than what's on the radio.

The ipod works with the internet and integrating the two makes for a pretty powerful combination. Download all your favourite songs onto your ipod and take them with you wherever you go. The potential here is for radio to loose an entire generation of listeners so, at last, it's starting to fight back.

Networks such as Clear Channel in the U.S. and DMG (Nova) in Australia are cutting back the length of commercial breaks, expanding their playlists and devising new formats.

An exception to this is 2Day in Sydney which has actually shortened its playlist to 250 songs in an effort to shore-up slipping ratings. Missing the point a bit I would have thought. Mind you, this is the network that put a stand-up comedienne who bases her act on being depressed about life - Judith Lucy - on their breakfast show and wondered why it didn't work!)

In America the challenges have inspired some interesting new terrestrial radio formats as programmers fight back.

These formats are designed to relieve the frustrations of

listeners hearing the same songs over and over. (see 2DAY above)

One of the most popular is called, would you believe, "Jack" prompting imitators such as "Bob" and "Dave". Basically it's a broad format that uses a 3,000-song playlist ranging from '60s rock to current hits. "Jack" stations promote themselves as offering 'Songs You Can't Hear on the Radio.'

Then there's the "Chill" stations. These used to be smooth jazz outlets that are now chasing a younger audience by including electronic and "trance" music.

Another new music format is a revival of the old adult standards format big on Frank Sinatra, Tony Bennett and Peggy Lee but also featuring younger performers such as Diana Krall.

This is all good news for fans of radio as we've known it as the industry is being forced to realise that it has to change its tune to survive.

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AND TALKING OF SATELLITE RADIO...  
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The Sirius satellite network in the US has signed Shock Jock HOWARD STERN to a multi-mega bucks deal. Turns out they needn't have bothered if a new survey released by J.P. MORGAN, surveying 1,600 subscribers and non-subscribers, is anything to go by.

The survey showed that satellite radio's biggest attraction is the absence of commercials, not original content like the Howard Stern show.

Commercial-free programming is the biggest driver of demand, J.P. Morgan said. Specific content, on the other hand, appears to be the least important factor, which implies that the loss of Howard Stern and other programming should not have too negative an impact on traditional radio.

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SWISS CHEESED OFF WITH JACKO  
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And now to add to MICHAEL JACKSON'S woes...his songs have been taken off the air by three local radio stations in the French-speaking region of Switzerland.

Radio Lack-One FM and Lausanne FM have decided to banish the king of pop from their playlists, spokespeople for the stations confirmed to AFP Thursday.

"It's not about censorship or a boycott, but rather to respect the sensitivity of our listeners," said a Radio Lac spokesperson.

Especially the kids.

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BEYOND A JOKE  
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I often report on radio stunts that go wrong. Well, this one in the UK went extreme.

Consequently, presenter TIM SHAW and producer GREG PEBBLE have been suspended indefinitely from KERANG!105.2-BIRMINGHAM.

During THE ASYLUM SHOW (they got the name right!) they broke into the Program Director's home and staged a mock burglary causing substantial damage including spray painting obscenities on a wall.

The PD, Andrew Jeffries and his wife, returned home to discover the break-in and believed they had been the victims of a burglary, before Shaw and Pebble jumped out of a cupboard to reveal it was a joke.

Jeffries said: "They had hidden the TV and other items to make it look as if we had been robbed. They emptied the cupboards and our clothes were strewn all over."

"The Asylum Show has featured pranks before but this was way over the line. There is a limit and this was way past it," he added.

What were they thinking? What were they ON?

Mind you, there have been certain PD's in my past that I would loved to have done that to but it didn't go beyond just being a nice thought.

P.S. For Australian readers...the BREAKFAST SHOW presenter on KERANG! 105.2 is our friend UGLY PHIL. Although Ugly had nothing to do with stunt. (I would hope)

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RADIO WAVE SUPPORT ADVERTISER  
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The word "money" always seems to be uppermost in the minds people in the radio industry. Or, should I say, "LACK of money"?!

Here's a new book for anyone seeking to increase their financial, mental, and emotional wealth.

It's by a gentleman with the exotic name of T. HARV EKER. (I've heard some of his seminars and the guy is quite mind-blowing.)

The book is called "SECRETS OF THE MILLIONAIRE MIND-mastering the inner game of wealth"

T. Harv Eker says: "Give me five minutes, and I can predict your financial future for the rest of your life!"

He does this by identifying your "money and success blueprint."

"We all have a personal money blueprint engrained in our subconscious minds, and it is this blueprint, more than anything, that will determine our financial lives."

"You can know everything about marketing, sales, negotiations, stocks, real estate, and the world of finance. But if your money blueprint is not set for a high level of success, you will never have a lot of money--and if somehow you do, you will most likely lose it! The good news is that now you can actually reset your money blueprint to create natural and automatic success."

"If you are not doing as well financially as you would like, you will have to change your money blueprint. Unfortunately your current money blueprint will tend to stay with you for the rest of your life, unless you identify and revise it, and that's exactly what you will do with the help of this extraordinary book."

Using the principles he teaches, T. HARV EKER went from zero to millionaire in only two and a half years. Eker is president of Peak Potentials Training, one of the fastest growing success training companies in North America.

Click on the link below and you'll see all the bonuses he sends you when you buy the book. Of course, the seminars are only for The Radio Wave's U.S. based readers...but the rest of the package is really good value.

IMPORTANT: . When you order your book you'll probably be taken to either Barnes and Noble or Amazon. It's discounted to around \$13.56. Then you can come back and order your bonuses. Where you're asked for reference number please put 183276.

Here's the weblink:

<http://www.secretsofthemillionairemind.com/a/active>

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WHO USES PHONES TO MAKE PHONE CALLS ANYMORE?  
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Good news for internet radio stations with the demonstration by Motorola of a new technology that will allow people to listen to their favourite internet station on their mobile phones.

The service, called iRadio, needs a phone with enough storage capability via SD flash memory cards. Then, any PC with iRadio software loaded will automatically record selected Internet music streams onto the phone when it's connected to the PC.

Motorola plans to start a trial version of iRadio in a few months, with iRadio-compatible devices, software and services available in the final quarter of this year.

Mass listening to internet radio on mobile phones is still a long way off but it's certainly another upcoming challenge for radio stations AND the new satellite radio stations. Particularly bearing in mind the way young people use mobile phones.

A good example of this is in a survey from the International Telecommunications Union that shows in U.S. schools 87% of teens own mobile phones. More than two-thirds own a PC and nearly all of them have internet access and I would imagine similar statistics would apply in Australia.

So broadcasters can't afford to be apathetic toward this new technology as they initially were with internet radio and, especially in America, satellite radio.

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DO YOU WANT A FRY WITH THAT?  
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A French fry that its owner claims is the world's longest brought US\$250 during a daylong radio auction. The buyer

was the auction's radio station itself, WQBW-FM, Brookfield, Wisconsin, which plans to carry the eight-and-a quarter-inch fry (about seven centimeters) around town to its remote (O.B.) broadcasts.

The station's marketing Manager, KEN KOHLS, said: "We wanted to make sure that somebody wouldn't buy it and eat it."

Well I can't see that happening now that it's been put in a glass case and sprayed with a coat of varnish to preserve its length and colour.

Proceeds from the auction went to a local food charity.

What I'd like to know is...how big was the potato it came from?

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OLD TIME RADIO AND NEW TIME DOWNLOADS  
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Microsoft's MSN Music arm is making "golden-age" radio programs available online for purchase and download. The archive includes 1,400 shows including "The War of the Worlds," "The Adventures of Superman," "Gunsmoke," "The Shadow" and "The Jack Benny Show." (Obviously all American radio shows)

These programs from RadioClassics are available from MSN Music at <http://music.msn.com> Most of the shows are 30 minutes and will cost U.S.\$99 cents to download. The content is categorized by genres including comedy, westerns, sci-fi, superheroes and radio drama.

By the way MSN Music is Webcasting a RadioClassics show free each day of this week from March 7. The first is the 1940 program "The Adventures of Superman: Baby From Krypton."

"Is it a man? Is it a bird? No it's a baby!"

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AN NEPALING SITUATION  
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And now this month's radio news from Kathmandu plus Northwest Pakistan.

As a result of the royal coup in Kathmandu where the king took direct power at the head of a hand-picked cabinet, the monarch imposed a state of emergency and promised to bring peace with Maoist rebels within three years.

Which basically means the end of democracy and sweeping media censorship including a ban on private radio stations broadcasting news and current affairs programs.

The World Association of Community Radio Broadcasters has expressed serious concern over the situation which puts at risk the jobs of over 1,000 journalists employed at about 50 stations across the country and has urged the government to lift the ban.

Meantime radio commercials promoting a US\$25 million reward for information leading to the capture of OSAMA BIN LADEN and a bonus US\$25 million for his deputy AYMAN al-ZAWAHIRI are being broadcast in the rural mountains of Pakistan.

If that campaign is successful who'll be able to dispute  
the claim that radio advertising works?

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