

THE RADIO WAVE  
"Keeping Radio People in Touch"

5<sup>th</sup>. June 2005

Issue #39

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By subscription only! Welcome to the thirty-ninth issue of  
THE RADIO WAVE  
You are receiving this because you requested a subscription.  
Unsubscribe instructions are at the end of this newsletter.  
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G'DAY!

If you have a Hotmail email account you may, or may not, be getting this newsletter every month. I've just learnt that in an effort to filter sp\*am Hotmail only allow two or three emails with the same subject line, (in this case "The Radio Wave") through then trash the rest.

So if you're in the first few you'll get it. If not, forget it.

I really don't know what the solution to this is. I'm looking at offering the newsletter in the form of a blog as an alternative to this plain text email version but that still won't overcome the subject line problem as I'll still have to send out a reminder that the next issue is available and the link to it.

Meantime, regardless, I'm still on a mission to increase our readership. How can you help? Well, I figure if each of you would forward this issue to two friends in the radio industry, tell them why you're sending it and why you like it (?), that it's free and their address is kept private we could do great things.

Even if just one subscribes that'll double the circulation.

Don't leave it to somebody else. You may have found out about The Radio Wave when one of your friends told YOU about it so please pass on the favour. I'd really appreciate it and, hopefully, so will your friends.

Just tell them to send a blank e-mail to  
[radiowave@allaboutradio.net](mailto:radiowave@allaboutradio.net)

If you'd like to check out any back issues you'll find them all archived at weblink: [www.allaboutradio.net](http://www.allaboutradio.net) Just click on RADIO WAVE ARCHIVES.

Just a reminder, if you're about to change your email address for some reason don't forget to advise me or we could loose you forever. [ian@allaboutradio.net](mailto:ian@allaboutradio.net)

And now...on with the show...

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IN THIS ISSUE

- We see what's in THE MAILBOX
- BBC not amused at fake Britney Spears death report
- And now - visual radio
- Vatican transmitters - are they causing leukaemia?
- DJ Held up on the way to work
- A radio station with no presenters
- Radio DJ Michael Jackson fan
- Winner of best radio station website
- Another stupid radio stunt
- The actual effect of iPods on radio
- Bird keeps job on New Zealand radio station

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WE HAVE MAIL

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DAVID HAGUE is still grumpy.

Hi Ian.

.. newsreaders that say things like: "THAT car accident"  
"THOSE tax cuts" etc etc

WHAT car accident? etc etc

(Doncha just love Grumpy Old Men - well baby boomers anyway)

BTW Ian, I haven't seen you do this before, but I am trying to track down an old friend - Kevin Newman - he was on 96fm Perth in the mid 80's, went to Shepparton I believe for a stint and may have been at 6PR for a while after that. Any ideas?

Cheers!

David Hague

COMMENT: Yes, that news thing is a trend I've noticed a lot lately on some FM music stations.

I presume the psychology is, while they're a bit embarrassed about having to have news at all and realising in general that their listeners couldn't give a stuff about it, by referring to "THAT car accident yesterday" or "THAT court case in London" etc it makes the listeners feel they SHOULD be aware of the stories because obviously everybody else is!

Dunno if everyone saw it but personally I loved that TV series Grumpy Old Men. Bit sad to see the late BBC DJ JOHN PEEL featured though.

If anyone can help with Kevin Newman best contact David.  
[david@shazian.com.au](mailto:david@shazian.com.au)

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OOPS...BRITNEY NOT DEAD

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The BBC may take legal action after a fake BBC news website reported falsely that Britney Spears had died.

The web page was created following a hoax radio news report that the singer and her boyfriend Justin Timberlake had died in a car crash.

BBC bosses have traced the spoof news page's creators to California.

The fake web report said Britney had been killed by a white pretzel delivery truck in New York, and that the driver had said, "Oops, I did it again", after the crash.

A BBC spokesperson said: "We're currently talking to our solicitors. This is not a case of hacking into the BBC website. It's an impression of our website that's been copied and put into another server. It has no connection to us whatsoever. It's all just rather annoying."

Quite.

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**YOU CAN SEE IT COMING**

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Run a Google search for the phrase "on demand media" and you get over 37 million results.

What does this mean? It means simply that people want to listen or watch what they want when they want it.

Hence we now have satellite radio offering the choice of hundreds of channels, digital video recorders being available from cable TV companies and iPod owners downloading the music they want to hear.

In the 21st century there's now a generation that will no longer tolerate content being delivered to them at a time determined by somebody else.

So where does that leave good 'ole terrestrial radio? At this point much the same as it's been since Edwin Armstrong developed FM transmission in the 1930 and FM stereo began in the early 1960's. (At least in America)

However digital radio is well and truly on the way being on test in some countries and actually launched in others.

Another interesting development also is the increasing use

of mobile phones as radio receivers. In fact I predicted that the mobile phone would become today's Walkman in this column some time back. (Coughs self-depreciatingly).

Hence we now have what's called Visual Radio where you can use the FM tuner in your mobile to listen to your favourite radio station and get information such as song titles, names of artists, tour details and competitions on the screen.

Visual Radio has enthusiastic listeners in the UK, Sweden, Finland and Germany and has now been launched in the U.S. by the giant Infinity Broadcasting network who've partnered with HP to apply the technology developed by Nokia.

And it's the carriers like Nokia who stand to make the most money out of this as they charge their customers for the time spent on downloading all that data.

If long-suffering parents think their kid's mobile phone bills are over the top now wait 'till they get into Visual Radio!

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GOD'S VOICE TOO POWERFUL  
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There have been ongoing complaints from the good citizens of Cesano, just north of Rome, about electromagnetic pollution causing serious health problems, such as leukaemia, coming off the Vatican's giant radio transmitters.

Some residents complained the transmissions were so strong they could hear radio broadcasts through their domestic lamps.

In 2001 a Government investigation found the magnetic fields exceeded standards and were much higher than the permitted six volts per square metre in 11 out of 14 sites checked.

As a result an Italian court has now convicted a Roman Catholic cardinal and a priest in charge of Vatican Radio of polluting the atmosphere with powerful electromagnetic waves. Cardinal Roberto Tucci and Father Pasquale Borgomeo were given suspended 10-day jail sentences and ordered to pay damages and court costs.

However, Vatican Radio programme director Rev Federico Lombardi said: "We're stunned". He vowed to appeal, saying emissions were within international limits and "in line with accords between Italy and the Vatican".

Which should make the locals with leukaemia feel better about it.  
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DO YOU TAKE REQUESTS? GIVE ME YOUR WALLET!

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4am...Covington, Louisiana...and JACK SEYMOUR was driving to do his breakfast/morning show at country music station U98-9 when he felt a little indigestion as he drove into work so he thought he'd stop at a 24 hour store on his way in.

He quickly found some Pepto and made his way to the cashier. Where he turned to notice he was looking down the barrel of a gun.

Unbeknownst to him, a robber had entered the store after him and had already ushered the employees to the back. The gunman demanded Jack's wallet and exited the store.

A bit shaken up, but relieved the gunman was gone, Jack then heard the popping of gunfire outside the store. Mandeville Louisiana Police had received the silent alarm tripped by the store and were waiting outside. After an exchange of rounds the gunman proceeded on a short high speed chase before a fatal shootout ended his life.

Seymour was able to quickly give his statement to police and made it in to the station in time for his show. He didn't have time for his morning show prep but figured he had enough material for a show and a free bottle of Pepto Bismol from the store manager to get him through the morning.

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SOCK THE JOCK

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U.S. radio syndicator WESTWOOD ONE has launched a new music format called SAM which stands for SIMPLY ABOUT MUSIC.

It's a 24/7 format aimed at 25-54 year olds with familiar music from four decades.

Here's the crunch. SAM is 100% music with NO disc jockeys!

Personally I don't predict a big future for SAM. For a station to be successful it has to build a loyal audience. And that can only be done if they feel a connection with the station. Which comes from on-air personalities.

I can't think of even one station that ever stayed successful playing music without personalities. Can you?

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CHILDS PLAY

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Former Radio Luxembourg and BBC Radio 1 DJ CHRIS DENNING was remanded in custody after appearing in court accused of child

sex offences.

Now 64, he was charged with nine counts of indecent assault against boys from the ages of 10 to 14 in Surrey between 1967 and 1983. He was refused bail by Guildford Magistrates' Court after being deported from Austria and arrested at Heathrow Airport..

He was deported to the UK by authorities in Austria, where he had been living since moving from Prague, Czech Republic, at the end of 2004.

Denning was an original RADIO ONE host but, was fired by the BBC for his comment "I got up this morning feeling like a 16-year-old boy, but where do you get one at 6 am?"

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VIRGIN ON TOP

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Congratulations to the U.K.'s VIRGIN RADIO Group which won the award for The Best Radio Web Site of 2005 at the ninth Annual Webby Awards in New York.

The awards were judged on Content, Structure and Navigation, Visual Design, Functionality, Interactivity, and Overall Experience.

Check it out at weblink: [www.virginradio.co.uk](http://www.virginradio.co.uk)

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A LOT OF SPACE BETWEEN THE EARS

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Just before a sold-out midnight screening of the latest episode of Star Wars at a movie house in Dallas a person who said he was RIC SHERTENLIED, a producer of the KID KRADDICK MORNING SHOW, stood outside the theatre and proceeded to yell out potential spoilers to the movie.

This somewhat upset the moviegoers who began to shout and yell back at him telling him to shut up. The theatre management was not too thrilled either and encouraged the audience to call or email the station and complain.

Shertenlieb said he prides himself on his "bits and pranks."

Let's be honest...there's never much of a plot in Star Wars movies anyway. Now IF he'd started to give away some of the effects.....

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GOOD NEWS FOR RADIO

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There seems to be a bit of paranoia in the radio industry

about the effect iPods are having on the number of people listening to traditional radio.

Bridge Ratings & Research were interested in finding out exactly what was the time spent with iPods/MP3 digital music players among radio users.

The early result in this first look at a three-month composite of radio users shows that...the longer radio listeners own a digital player...their radio listening time increases.

So basically what that means is...after the first novelty of owning an iPod wears off they gradually return to radio.

That finding should help ease the paranoia.

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THE BIRD IS THE WORD  
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RADIO NEW ZEALAND announced some lineup changes to take place from September 17<sup>th</sup>. Amongst the changes was a possibility of dropping the bird calls that start the "Morning Report" newscasts.

This has been featured as a signature of the network since 1948. So what we're talking about here is tradition.

Listeners were asked if they cared about the bird calls or should the bird be culled and the answer, via emails, was a resounding vote in favour of the feathered chirper.

In fact over 16,000 emails came in on the first morning and a banner saying "Keep the Bird" appeared on a building across the street from RNZ's headquarters in Wellington.

Looks like the bird stays after giving the network lots of cheep publicity. (sorry)

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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 get them to ask to be subscribed by simply 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.

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