

"THE RADIO WAVE"  
Keeping Radio People in Touch"

3rd. July 2005

Issue #40

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By subscription only! Welcome to the fortieth issue of  
THE RADIO WAVE

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"The Beginners' Guide To Becoming A Radio Star"...  
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anywhere in the world where professional commercial radio  
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G'DAY.

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Welcome to issue 40 of the Radio Wave newsletter. It's  
aimed at 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.

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

You can reach me at [ian@allaboutradio.net](mailto:ian@allaboutradio.net)

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IN THIS ISSUE

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- Another Host on Murder Charge-Certainly Not Funny
- Traffic Reports Straight to your Mobile Phone
- Listener Gets Candy Bar-Sues for \$100,000
- A New Computer Program Let's You Listen to the World.

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WE HAVE MAIL

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I've had a few suggestions from loyal readers that maybe  
The Radio Wave should be sent out every TWO weeks

instead of monthly. Obviously the content would be half what it is now.

OK...let's find out what everyone thinks.

QUESTION: Would you prefer it to be a lot shorter but sent every two weeks or are you happy with the way it is now? I'd really appreciate your feedback on this.

If you'd prefer it to be fortnightly simply send a blank email to: [ian@allaboutradio.net](mailto:ian@allaboutradio.net) and type "fortnightly" in the subject line. If you'd prefer to keep it the way it is now send a blank email to [ian@allaboutradio.net](mailto:ian@allaboutradio.net) and put "monthly" in the subject line.

Thanks.

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MORE MAIL  
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Hi Ian,  
I write to let you know that I have just been signed by the Macquarie Radio Network to file reports on the upcoming ashes tour of England.

As far as I know I am the first totally blind cricket reporter . . . gotta be some kudos in that.

I'd be interested in your thoughts.

Kind Regards  
Paul Bryce.

COMMENT: Good one Paul.

I've heard some of Paul's reports and couldn't help but think "if only the listeners knew." But I guess the fact that most would have no idea simply indicates the professional job he's doing.

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AND ONE MORE  
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Thought you might get a kick out of this email, I found out Les's email address and knew he was the jock on Starships We Built This City....so I asked him a few questions about radio.

Pete Brandtman 2ST Nowra

Hey Les  
Pete here from Australia....always loved your style whilst on the air.... loved we built this city....any chance of getting an air check of some of your work of some bits I've heard of you...you sounded really like you were happy to be there.

Do you think your style ,would still be good for radio today?

regards

Pete  
radio 2ST Nowra Australia

----- Original Message -----  
From: Les Garland  
To: 'Powerfm'  
Sent: Thursday, June 09, 2005 12:58 AM  
Subject: RE: you

Hey back at ya, Pete in Australia!! One of my fav places on this planet, by the way. Thank you for your kind 'props' concerning my other life as a young 'radio communicator'.

Here's the bizarre thing, I never kept airchex from those days...in retrospect, my on-air years we brief...you must have found me on reelradio.com which pretty much spells out my travels to the 'other side' of the business...even though I was fortunate to maintain my creative flair I went behind the desk to program some of America's greatest radio stations ...then on to the music business for a couple of years prior to us thinking of MTV, VH-1 and all that fun stuff...

I wish I had some of those old radio shows...I suppose you heard the one that took place in Dallas some years ago? It's on the net there at reelradio. Yeah, that Jefferson Starship thing was fun and very very impromptu...and, of course, a number one record all over the world!!! :-)

Regarding my 'style' and would it work today...the answer is a resounding YES...I always believed in the vital importance of personality radio...that meant the communicator (not "disc jockey") was as important to the listener as was the music, itself...from my perspective, it was a simple formula...be real...be honest...be yourself...connect with the audience...seems to be a dieing 'art' doesn't it?

How bout down there in Australia? Are you on the radio?

Would love to hear you...

Thanks for the email...

Warm regards,  
Les Garland

COMMENT: Nice response. Although I gotta come clean here. I always hated that Starship track from the first time I heard it. Then to make things worse it went on high rotation and later became a much played radio-friendly track in Gold formats. And still is. So I've never been able to escape it!

Nothing personal Les!

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YOU WANT WASABE WITH THAT?

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The 90th. annual Fourth of July International Hot Dog Eating Contest will be broadcast live from Nathan's Famous Restaurant in Brooklyn, New York by ABC News Radio over WABC-770AM as part of their coverage of Independence Day celebrations.

Four-time world champion Takeru Kobayashi of Japan returns to Coney Island to defend his title. Kobayashi, who weighs only 144 pounds, (65ks), holds the all-time world record after consuming 53½ hot dogs and buns in 12 minutes at last year's contest.

Burp!

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A QUESTIONABLE EVENT  
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The current world record for the number of people taking part in a quiz is 682. Now the UK's Classic Gold Breeze, covering the Southend/Chelmsford areas, has teamed up with the Rotary Club of Chelmsford to try and enter the Guinness Book of Records by breaking that record.

On the 24th July the two parties are hoping to pack out the Ford County Ground in Chelmsford to raise money for the Farleigh Hospice and hopefully buy essential sports equipment for local children too.

They are looking for 2,000 people from pubs clubs and offices to take part.

If they break the record how long before there's another radio station with a challenge?

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HORNY MARKET RESEARCH  
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What did the public think about the result of the MICHAEL JACKSON case?

At WDKF in Dayton Ohio, the new breakfast/morning team, "The Morning Mess", decided to find out. They sent STUNTBOY NUDGE out to walk around wearing a nappy/diaper and holding a sign asking listeners to honk if they thought Michael was guilty.

As a result there was such a racket that the cops were called in response to all the complaints. All was resolved peacefully. But there was no doubting what the public feeling was about the verdict.

As a sidenote: I liked Jay Leno's comment. "Sources close to Michael say that he is planning on leaving the country and living in either South Africa or Switzerland. South Africa or Switzerland - why is everything either black or white with this guy?"

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MORE MICHAEL JACKSON  
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So how did the "not guilty" verdict affect radio airplay?

According to Mediabase 24/7 tracking Michael Jackson airplay increased dramatically. In fact it nearly tripled.

According to Mediabase the top 10 most played tracks were:

- 1) "Billie Jean,"
- 2) "Beat It,"
- 3) "Rock With You,"
- 4) "Don't Stop 'Til You Get Enough,"
- 5) "Thriller,"
- 6) "Wanna Be Startin' Somethin',"
- 7) "Bad,"
- 8) "P.Y.T." (Pretty Young Thing),
- 9) "The Way You Make Me Feel"
- and 10) "Smooth Criminal."

Now time will tell whether this level will be sustained

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TOTAL GROSSNESS  
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What would YOU do for front row tickets and backstage passes to a BACKSTREET BOYS show?

Q102 Philadelphia's CHIO IN THE MORNING radio show were horrified to find out as their sidekick DIEGO, a 300 pound, hairy Columbian man who hadn't showered in a week, invited ladies into the studio to have their "taste" of his body parts.

They had to eat whipped cream out of his butt crack, tongue dive for raisins out of his zitty nostrils, fetch M&M's from his hairy ears, lick whipped cream out his sweaty and gross armpits, lick cheese wiz from his smelly toes, and ...well, you get the picture.

Gotta feel for those listeners attempting to eat their breakfast at the time. It's put ME off food just writing about it.

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RADIO STATION INTRUDER PROVIDES LISTENER FEEDBACK  
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It would be traumatic enough for an intruder to break into a studio when a disc jockey is on the air but then to go ahead and tell him and all his listeners that he wasn't funny anymore would be even worse.

That's what happened to WILLY DE WITT at New Zealand's Radio Hauraki when a man climbed the fire escape, kicked out the Perspex panel of a window, climbed through it and crashed into the studio. Most of the incident was on air as the DJ told him to go away whereupon he started to yell abuse and obscenities.

Not surprisingly the 29 year old man was "extremely intoxicated" and was later charged with unlawfully being in a building.

Well, they say alcohol brings out the truth so it would seem Willy is no longer De Witt he used to be!

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VOICE OVER SELLS MURDER  
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The host of a Thursday afternoon show on radio WGNU in

St. Louis, LEONARDO DRISDEL, faces first degree murder charges for beating, slashing and biting to death (?) a certain CASSANDRA KOVACK.

DRISDEL directed police to the location of the body having confessed to his wife that he'd smoked crack with the victim and then killed her when a voice said she was the devil and ordered him to do it.

It's worth noting that his weekly radio show is called "The Human Factor". Isn't that taking show prep a bit far?

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TRAFFIC ON DEMAND  
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Listeners to news station KFVB in Los Angeles, where everyone drives to everywhere, no longer have to wait for the next traffic report on their radio. They can now get personalised updates sent to their mobile phones as text messages.

The listener texts a chosen route number to a dedicated telephone number and the current traffic conditions are sent in a return message at a cost of 75 cents per message.

Probable result? Even more accidents for the service to report caused by drivers gazing at their mobile phone screens and taking their eyes off the road!

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EROTIC EATING  
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News from SALT LAKE CITY, USA, where the county's 911 emergency lines were briefly shut down when 35 calls angry about the shutdown of a strip club choked the lines.

Seems a presenter on local hip-hop radio KUUU (U-92) urged listeners to call and complain. But he'd got the wrong target for the attack.

As it turns out, the law deputies involved were only assisting two Salt Lake Valley Department of Health inspectors who had been dispatched to Players, a semi-nude club, to serve a cease-and-desist order for not having a valid food handler's permit.

Knowing the club was serving food and drink without a permit, the inspectors were forced to shut the club down. And them's the bare facts.

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THE CANDY MAN CAN  
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Night time host DJ Slick told listeners to his show on WLTO/LEXINGTON, KENTUCKY said he wanted to thank people who listened throughout the American Idol finale by sponsoring a contest to "win 100 grand."

Norreasha Gill won by listening to the radio show throughout the night and being the 10th caller just before the Idol winner was announced. As family members rushed to her house to celebrate,

she screamed over the airwaves and began describing what she would do with \$100,000.

Before the family went to bed, Gill promised her children - ages 1, 5 and 11 -- that they'd have a minivan, a shopping spree, a savings account and a home with a back yard.

When she arrived at Hot 102's studio the next morning, she was asked to return that night, when DJ Slick would be in the office. By the time Gill and her fiancée returned home from breakfast, a message from the station manager was waiting.

He explained that she had won a 100 Grand candy bar, not money. Later, he offered her \$5,000, Gill said.

Now she's suing the station for a real 100 Grand. A statement posted on the station's web site says: " The station does not sanction and did not authorize this broadcast. The DJ who did this and his program director no longer work here as a result of their conduct."

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LISTEN TO THE WORLD  
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Finally, here's something well worth downloading.

It's a new service called RadioTime which allows you to quickly locate radio programming through a comprehensive guide to 50,000 shows airing on 36,000 radio stations around the world.

You can search for programs by keyword, call sign or by zip code or use the advanced search to find past programs.

Once located, you can listen to your favourite programs live through a web browser or tag them for recording. Recorded programs can be downloaded in .mp3 format to any consumer audio device - such as an Apple iPod or other .mp3 player.

You can download the free RadioTime desktop player and listen at no charge after registering at the website. For an additional US\$39-a-year, you can enhance your player with the ability of unlimited recording. RadioTime offers a 7-day free trial of its recording feature.

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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

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