

"THE RADIO WAVE"
Keeping Radio People in Touch"

6th. November 2005

Issue #44

Ian MacRae, Editor, radiowave@allaboutradio.net

By subscription only! Welcome to the forty-fourth issue of
THE RADIO WAVE
You are receiving this because you requested a subscription.
Unsubscribe instructions are at the end of this newsletter.

SPONSORSHIP NOTICE (SHAMELESS PERSONAL PLUG)

"The Beginners' Guide To Becoming A Radio Star"...
is a far reaching e-book for radio beginners or people who
want to make radio their career. All the information you'll
discover here is "the basics" of radio. Stuff that applies
anywhere in the world where professional commercial radio
is established.

www.allaboutradio.net

P.S. You can also find all the back-issues of The Radio Wave
newsletter from number one when you click on the 'archives' link.

IN THIS ISSUE

- G'day.
- Jack Gets the Sack
- Extreme Listener Research
- Who's Posting Indecent Material Online Then?
- Radio Jock Keeping Abreast of Airline Security
- BBC Bans Blackberry
- Better Than Dropping Turkeys
- King of Nepal Bans Radio News
- Howard Stern a Lot of Hot Air
- Not all Sirius Subscribers are People
- Pump Up Da Noise
- Radio for Four Foots
- Trust Me I'm a Radio Personality
- Knocking on Heavens Door to Wake the Angels
- Little Old Lady in Radio Hoax
- Robber Brags and is Bagged

G'DAY.

If you're a Radio Wave subscriber in Australia or an overseas
expat you'd likely be aware of the website that supplies daily
updated news and information to the Aussie radio industry
RadioInfo.

I have just had the honour of being asked to join the RadioInfo
team as writer and compiler of content for the site.

So if you have any news, rumour, gossip or scandal from the radio industry please pass it on. We have an international section so news from anywhere in the world is welcome.

Some of the site has free access but to get to all of it you do need to be a paid subscriber.

You can check it out at www.radioinfo.com.au

Welcome to our new subscribers this month.

Just to let you know what you've got here...The Radio Wave is 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

As a personal favour I ask you to please forward this to at least one other person who may be interested in subscribing to The Radio Wave so we can continue building our list.

TIP

If you're viewing this in Outlook and the formatting is causing some text lines to run all the way across the page click on the yellow bar that says: "Extra line breaks in this message were removed. To restore click here."

That should show you the newsletter the way it's meant to be.

JACK GETS THE SACK

New Yorkers have officially, and loudly, rejected "Jack," the controversial format that replaced beloved Oldies on WCBS-FM.

Jack formally debuted in 22nd place in Arbitron's summer ratings as the lowest-rated FM station. Just last winter, WCBS-FM was in ninth place in its final full book as an Oldies station.

Speaking about Jack the New York radio legend and longtime WCBS Oldies jock "COUSIN" BRUCIE MORROW predicted, "I don't think they've seen the bottom yet. It may go much lower."

I have to agree. While Jack has been successful in some markets I betcha that won't last long.

This is the format where there are no jocks...just automated programming.

With terrestrial radio under threat from wall to music on satellite radio plus the increasing popularity of music downloading and iPods I would have thought the obvious survival route for radio stations would be to be local and build listener loyalty to on-air personalities.

The Jack format is the total opposite.

EXTREME LISTENER RESEARCH

He didn't like the music radio 4BH in Brisbane, Australia, played so, in August 2002, 24 year old JAMES BONTOFT and three teenagers cut the support cables on the station's two 72 metre transmitter towers.

The total bill for damage and lost profit was over \$900,000.

In a Brisbane court the electrical trades assistant plead guilty to wilful damage and disrupting radio communications.

The court heard Bontoft's reason for felling the towers was because he thought they were an eyesore and, anyway, he didn't like the station's music.

Judge Michael Forde gave Bontoft a two-year suspended jail term and 240 hours of community service.

The three co-offenders were previously dealt with and received 12 month intensive correction orders.

Two obvious thoughts...why wasn't he made to pay back some of the damages bill instead of being slapped on the wrist for being a naughty boy? And how lucky was he that he wasn't killed considering the extreme tension on those guy wires which could have lashed him in half when they were cut.

Pricklehead!

WHO'S POSTING INDECENT MATERIAL ONLINE THEN?

The FCC, the U.S. broadcast watchdog, has a new website that is aimed at "educating" the public about indecency on the airwaves. The site includes instructions on how to file complaints and the Commission's procedures to handle the complaints, plus statistics and an FAQ.

Interestingly the site includes the uncensored text of all the programming subjected to indecency fines over the years, meaning that the FCC is responsible for widely disseminating on the Internet the same material for which it has fined radio stations.

The site carries no warning notices that it contains explicit or indecent material. This can be found at

<http://www.fcc.gov/eb/broadcast/NAL.html>

So, I suppose I'M now in breach of American indecency laws by telling you this!

RADIO JOCK KEEPING ABREAST OF AIRLINE SECURITY

Hooters Air is a new airline operating mostly U.S. East Coast routes and features quite a few interesting perks including two Hooters girls on each flight.

But the inaugural flight from the Scranton, PA airport was marred by a terrorist scare following an ill-advised, off handed remark made by a passenger to WKRZ morning host ROCKY RHODES who was on the flight.

Seems Rocky was doing a phoner back to the station from the plane when the guy in the seat in front of him, making an attempt at humor, turned and said, "You look something like a terrorist."

After Rocky signed off, the jocks at the station talked about the remark on the air. That conversation was heard by employees at the Luzerne County Airport who contacted the Transportation Safety Administration.

After landing in Orlando the plane was surrounded by emergency vehicles, the guy who made the comment was led off in handcuffs, and those on board were put through further security screenings.

The passengers credited Hooters Air with handling the situation professionally and the airline's President MARK PETERSEN said that, joke or not, the airline wanted to make sure the passengers and plane were safe.

WKRZ management has denied that the incident was a stunt, making it clear that the guy who made the comment was not affiliated with the station in any way.

What a hoot!

BBC BANS BLACKBERRY

The BBC has admitted that it has been forced to suspend its Blackberry email service after senior executives noticed that portions of other people's electronic conversations were appearing in the middle of their own messages.

Among the electronic conversations to have been distributed to other users are said to be one in which BBC1 controller Peter Fincham commented on the suitability of Cilla Black for BBC1.

Siemens, which provides the IT backbone for the BBC's email system, was asked to close the Blackberry network after a senior management "awayday" where users compared emails and

discovered they were receiving messages not intended for them.

The decision left around 300 BBC executives and programme makers frantically checking their "sent" folders to make sure they had not inadvertently betrayed any confidences or criticised colleagues.

Before it was announced that, while some of the rogue emails were potentially embarrassing there were no serious leaks, I bet there were a lot of nervous sweaty palms and sleepless nights.

BETTER THAN DROPPING TURKEYS

Halloween was an excuse for the local Clear Channel cluster in Colorado Springs to have some fun by teaming up with a local car dealer and dropping over 100 pumpkins from a 65 foot (about 20 metres) crane onto a nine-square grid.

Each square was assigned to a qualifier and the lucky person who found the pumpkin with a blue stem in their square drove home a new MAZDA 6. (Nice car. I've got one!)

25 listeners, who qualified by winning \$100 gasoline certificates, gathered at the dealership. Each was given a CD to play in the prize car. If their CD contained an announcement assigning them a grid number, they became a finalist.

There you go promotions people...an idea to knock off next year!

KING OF NEPAL BANS RADIO NEWS

Most FM radio stations in Nepal have stopped transmitting news following a ban by KING GYNENDRA.

FM radio stations in Nepal stopped transmitting news following the ban although some continued to broadcast soft news programmes despite government threats of stern action against those defying the order.

The Information and Communication Ministry called in representatives of about a dozen FM stations in Kathmandu and asked them to follow the media ordinance which bans news transmission by FM channels. Then police raided the popular Kantipur FM and seized some key equipment.

A forum of six professional bodies, including the Nepal University Teachers Association, Nepal Bar Association and Nepal Medical Association has condemned the raid and demanded the withdrawal of the ban.

In a statement, its Chairman BHUPATI DHAKAL, demanded that the government return the equipment taken away from the FM station and asked all to launch an agitation against the government's "authoritarian" rule.

Ah, how fragile is freedom.

HOWARD STERN A LOT OF HOT AIR

HOWARD STERN is still the star of U.S. terrestrial radio but, in the most publicized move in the history of American radio, he's about to take his show across to satellite radio on the Sirius network.

"Howard 100", the channel that's been reserved for him, came to life initially featuring a format not known before in radio ... 24/7 flatulence.

The farts have now been replaced by "Howard 100 News," featuring previews of Stern's upcoming Sirius shows along with segments hosted by Stern listeners, colleagues, characters and contributors.

NOT ALL SIRIUS SUBSCRIBERS ARE ACTUAL PEOPLE

The U.S Sirius Satellite Radio network added 359,000 new users in the third quarter, nearly doubling its increase over a year ago.

Really? Not really. It turns out that not all those new Sirius subscribers are actual people.

Competing XM and Sirius both count on deals with big automakers who have installed receivers in their vehicles for significant subscriber increases. But where XM waits until a car buyer activates the service to add to its new-user tally, Sirius sometimes starts counting as soon as a car with a factory-installed radio arrives at the dealership.

So at least some of those new Sirius subscribers could actually be GMs and Chryslers sitting on a dealer's lot.

Observers say that kind of liberal math could be adding to Sirius' growth -- especially now, as dealers are receiving the new 2006 models.

PUMP UP DA NOISE

A radio promotion in New Zealand encouraging loud parties in defiance of noise control laws is being toned down by backers after dozens of complaints.

Lion Red was backing Radio Network station ZM's "Amp It Up" campaign offering to pay fines imposed by "those pesky noise control officers" to "keep the party going this summer".

It described council officers, who have the power to confiscate equipment as "party poopers who come and take your stereo away and slap you with a dirty fine".

But the Auckland-based brewery has now pulled its support after a string of complaints about the on-air promotion.

Meanwhile, the radio station altered the two-week competition so it was giving away stereos rather than paying \$250 fines.

Christchurch City Council officers had urged the radio station to rethink the competition because it could have been seen as inciting people to commit an offence.

Council environmental effects team leader Klaus Prusas said the cost of breaching could also far outweigh the \$250 competition prize.

The New Zealand Institute of Environmental Health also criticised the campaign as antisocial and provocative.

Another one for our "Dumb Radio Station Promotions" file.

RADIO FOR FOUR-FOOTS

A California pet lover has started an internet radio station designed to comfort the lives of lonely dogs and cats around the world.

Using the positioning statement "the radio station all pets prefer", DogCatRadio.com goes out live 17 hours each day from a van in the car park of a Los Angeles recording studio.

DJs speak to pets directly, and ask "pet parents" to send in pictures.

The guy who started it, ADRIAN MARTINEZ, says the station aims to keep pets company while their "parents" head out to work.

DogCatRadio's daily play list ranges from the soothing sounds of wispy Irish singer Enya to Elvis Presley's classic anthem, Hound Dog.

In between tracks, Mr Martinez and his fellow DJs offer practical advice to pet owners, plus a liberal sprinkling of the station's signature sound - barks and miaows.

Mr Martinez, an independent record producer, hopes that many of his audience will be listening in while at home alone, albeit with a little help from their human friends.

The station, which claims 8,000 listeners each week through its website, currently makes no money.

But the US pet industry is worth an estimated \$35m annually and Mr Martinez eventually hopes to attract advertising.

Doing a quick two dog focus group survey my two schnauzers found the barks and miaows demeaning and said they'd rather hear some Snoop Doggy Dogg.

weblink: <http://www.morusarecords.com/dcr.htm>

TRUST ME, I'M A RADIO PERSONALITY

RUSH LIMBAUGH announced on his radio show that U2 front man

BONO has a mistress.

Bono's been married for 23 years to Ali Hewson and the couple has four children.

When a caller questioned him about the claim, Rush said, "You people are just going to have to trust me on this."

U2's publicist said: "This is so absurd it doesn't deserve a response."

KNOCK KNOCK KNOCKIN' ON HEAVENS DOOR TO WAKE THE ANGELS

Ryan "Mender" Mendenhall, the sidekick on WCKG-CHICAGO's Midday show and an intern, Carl Clockers, were arrested outside the Los Angeles Angels of Anaheim hotel after being caught roaming the halls and knocking on doors.

It was the old radio gag of trying to wake up players on the opposing team in town to play the hometown heroes.

The two were attempting to help out the White Sox before the first game of the American League Championship Series by rousing the already tired Angels, who had to fly to Chicago after winning the Division Series over the Yankees in Anaheim the night before.

The ruse didn't work, as the ANGELS beat the SOX 3-2.

LITTLE OLD LADY IN RADIO HOAX

It did seem a little too good to be true.

A grandmother in Liverpool England, reported to be randomly handing out £5 notes to strangers from a carrier bag stuffed with cash because she "didn't need it" was exposed as a hoax.

An actress, Ruby Dickens, 79, was hired by a radio station to promote an upcoming cash giveaway.. On the Juice FM website, she is pictured giggling as she reads the story on the front page of the Liverpool Echo under the headline "I'm giving away my cash".

The radio station boasted: "The story caused a sensation, and was instantly picked up by the national media. This is the biggest stunt we've ever pulled off at Juice FM."

Earlier in the week, the actor had claimed she had unexpectedly come into some money "and I don't really need it". She said: "I just thought I would spread it around a bit. A fiver doesn't buy anything these days, not even a round of drinks, so it's not such a large amount."

Rosemary Cooper, the Labour MP for West Lancashire, claimed to have smelled a rat from the outset. She said: "Now we know it was a tawdry commercial stunt, and I am disgusted. The radio station should be ashamed of itself. Old people should

not be made figures of fun like this. I think the radio station owes an apology to the elderly for exploiting stereotypes in this dangerous way."

You're boring, Rosemary.

AND FINALLY...ROBBER BRAGS AND IS BAGGED

An Illinois radio listener has been sentenced to 40 months in prison for his role in a bank robbery. This follows the man giving details of the hold-up of a South Chicago Heights bank on a radio call-in show.

Randy Washington of Dolton, Ill. was tracked by FBI agents who traced his call to a talk radio show in September 2004.

Police said the crime would probably have gone unsolved if Washington hadn't bragged about it on air.

Two other co-defendants, 26-year-old Tequilla Bardney of Chicago and 20-year-old Keith Jones of Chicago Heights' were also given 40-month sentences.

The three were ordered to pay \$81,000 combined restitution.

Expensive phone call.

We need more subscribers to this list!

Can't be more direct than that...

Would you help me to double the subscriber number by next month?

Forward this newsletter to your three favourite radio colleagues and suggest they subscribe.

Well, it IS free! And they can unsubscribe at any time.

All they have to do is send a blank email to:
radiowave@allaboutradio.net

Thank you.

Copyright 2005 Ian MacRae
