
"THE RADIO WAVE"

Keeping Radio People in Touch"

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Issue #46

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By subscription only! Welcome to the forty-sixth issue of
THE RADIO WAVE

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OUR NEW WEBSITE

We've just launched our new internet entertainment portal
site...Boost Digital.com

The online radio station Boost Digital Radio is now streaming
with all-new independent music and we have two more
channels yet to come. One of those will be a kids channel
and you can hear a sneak preview of that on the Kids page.

Also on the site are short films, music videos, online
games and digital photography.

While you're there check out the Student On-Line Digital
Arts Festival...looking for new creative talent in schools
and colleges around the world.

www.boostdigital.com

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YOUNG PEOPLE PREFER MP3 PLAYERS OVER RADIO

A Bridge Ratings study released in the U.S. showed that,
12-24 year olds, if given a choice, would choose their MP3
players over traditional radio.

The nationwide study interviewed 2000 people 12-24 years of age.

The project was part of a University of Southern California Media Lab analysis entitled "How to Make Music Radio Appealing to the Next Generation."

So what did the survey show?

- 85% of the total sample would choose their MP3 player over traditional radio as their preferred option for music.
- For music listening, the Internet is preferred over traditional radio.
- MP3 use far out-paces radio use.
- When given a choice between listening to music over the Internet or traditional radio stations, 54% prefer the Internet while 30% prefer radio. This preference is more pronounced among 18-24 year olds.

So what should radio do?

Well, for a start...don't panic!

WE GET MAIL

Hello Ian,

My name is Michael Simpson, and I just read your online book entitled "The Beginners Guide To Becoming a Radio Superstar".

I quite enjoyed it. Being as I was a product of the Radio College (a two year program and 14 grand-ouch) I found it refreshing to hear about things from someone who used a real life approach rather than a purely technical and formulated outlook on radio.

I support your theory that most radio college programs are in fact nothing more than a money making scheme of their own, designed to sell the benefits of the program rather than get people jobs on radio. I live in Edmonton Alberta Canada, so it's also kinda cool to hear a bit about how things are down under. Always wanted to go there, never had the money... cause I work in radio. (lol)

I don't know how things are going these days in Australia, but here, the trend for radio production is largely turning towards conglomerate radio groups with several stations under one roof, and a producer who looks after eight or nine stations.

Small market stations having production departments are becoming increasingly rarer in the actual town they broadcast from, and the parent company takes full advantage of the internet to supply commercials from major centers.

In my sector of the industry, simply being a jock isn't

gonna get you a job. Now, the PD's expect you to be able to voice, write, produce, promote and just about be able to repair your tower!

The birth of the swiss army radio jock is in full swing in Canada.

I myself have to admit that though radio is fun I find it limiting as a creative output (which is why I took the course), and am now in the process of trying to establish my own home studio (www.unclemix.com) from which I network as a writer, producer, music arranger (god bless loop based music programs) and record label rep for a local independent label here in town run by some friends who generously allowed me to join.

I hope that your book sales are doing well, as I found the practical side of your narrative to be really on point for people like me who don't take the wheat with the chaff.

If you plan to ever do an update, I would love to see more on writing for radio, as there wasn't much in that area contained within your copy.

If you're ever curious about networking in Canada for anything, feel free to visit my site with whatever's on your mind. You seem to me an individual worth chatting with. All the best,

Michael Simpson
Michael@unclemix.com

COMMENT: Thanks Michael and good luck with the studio.

MORE MAIL

Hi Ian,

You'll be aware of my Exploits with Australia's Macquarie Network which enabled me to become the world's first completely blind reporter on cricket. I'm looking for similar work following the Socceros qualification for this year's soccer World Cup.

As someone whose been brought up on the game I feel my knowledge of both the game and its history will be of massive benefit to stations in a country where soccer, though growing in popularity, is still not the number 1 sport.

If there's anyone out there who could use my services I'd love to hear from them.

Cheers.

Paul.
Paul Bryce.

Tel: 0191 438 2632
Mobile: 0789 982 1179.

COMMENT: I think I commented on hearing Paul's cricket reports in a previous edition of The Radio Wave. He sounded great and I hope some network somewhere in the world picks him up for the World Cup.

AND ONE MORE

This email arrived from Abe's Audio in Tasmania. It is a perfect example of the future of communications. And the future is here. Besides which I thought it was a terrific story.

"We produced hundred of radio commercials and many imaging packages for stations all over Australia, and life is getting even more exciting !

Last night we were working till after midnight producing a voiceover that had been recorded with one of our clients via a phone patch from Norway. A Norwegian-based computer games company contacted us, needing some Australian voiceovers and actors for a computer game sequel they are developing, and we supplied one of the main characters' voices for them.

'Vinnie' is about 45 years old, heavy aussie accent, a bit washed up, and working as a handy-man/bouncer at a sleazy hotel used for some sinister experiments.

The game is called 'Dreamfall' www.dreamfall.com
which is the follow-up to the best-seller 'The Longest Journey' .

The game will have international distribution, and I thought it was rather ironic how one of the main character voices was recorded by one of our voice artists (and a talented breakfast radio announcer), Lenny Firth, in a studio in Adelaide, produced here in Tasmania and then upload to the client in Norway.

We also have a number of other international opportunities opening up - using Australian voices and announcers. It seems the Aussie accent and nature is hot property at the moment!

It's crazy - the world is such a smaller place with technology.

Abe

Abe's Audio

Weblink: www.abesaudio.tv

COMMENT: They should have used Abe's Audio for that Simpson's episode about Russel Crowe where the Aussie accents were excruciating.

Send your email to ian@allaboutradio.net

CLASSIC ROCK LOOSES LISTENERS

A Las Vegas radio station's scavenger hunt contest ended up with several listeners lost in the desert and five needing rescue.

Contestants were looking for a painted red rock, the key to a \$10,000 prize, but a family of four needed rescue and then two days later a 72 year old woman had to be rescued after her car got stuck in rough terrain and she had to spend the night in the vehicle.

The police asked Classic Rock KKLZ to warn listeners to be prepared with a four wheel drive vehicle and adequate supplies of food and water before heading into the desert to look for the classic rock.

DONATORS TO COMMUNITY RADIO STATION SUE FOR FRAUD

Listeners who pledged money in a recent fund drive for WDET-FM, Detroit have sued the National Public Radio station for fraud over a format change.

The suit has been filed by seven listeners in Circuit Court. It claims that the station management planned to kill daytime music programming before the October fundraiser.

The broadcaster operates out of Wayne State University which says the school plans to defend the station and its programming decisions in court.

Reckon the donators have every right to be upset. Bit like giving money to your favourite charity only to find out later it had been given to a different charity altogether.

A WORD ON PENGUINS

Just before 6 p.m., listeners to the US based National Public Radio program "All Things Considered" on WUKY-91.3 FM, out of the University of Kentucky, were being told about the sad case of a kidnapping of a baby penguin from a zoo on the Isle of Wight.

Then, a voice, over the NPR feed, interrupted with a mild but plainly heard expletive.

Tom Godell, WUKY's general manager, said a microphone had been left on in the Lexington studio and, well, oops. Yes, he said, it was "language you don't expect to hear" on his station but it was not one of the FCC's red-button words and "it was certainly not used in a salacious way."
(It was an epithet referring to people's ancestry.)

And it attracted only one caller asking what was going on.

The GM says policies and procedures are in place to prevent such a thing from happening and now everybody at the station had been given a refresher to strengthen that policy.

It's what we tell students at the radio school...if there's a microphone in the room...even though it's switched off... it mightn't be!

BLOODY TELEMARETERS

A judge has thrown out a lawsuit against an Adult contemporary radio station in New York for violation of telemarketing laws.

U.S. District Judge Harold Baer Jr. dismissed the case filed by a New York resident, Mark Leyse, in a class action against WLTW- 106.7 LITE FM .

Mark had claimed that thousands of pre-recorded calls the station placed to local residents promoting the station broke a law that limits the use of such calls without the recipients' prior consent.

The judge said that radio and TV stations are exempt from that law if the call only invites consumers to "listen to or view a broadcast."

Mark Leyse's lawyer said that his client is going to hang in there and plans to appeal the decision.

BRUCE WILLIS AS RADIO HOST

Bruce Willis is going to play a radio host in a new movie called "Morgan's Summit".

He'll play a radio host whose late night show is devoted to songs and stories that promote the power of kindness. His devotion to redemption changes when a brutal crime affects his life, and his thoughts turn to vengeance.

"Morgan's Summit" is written and directed by Tom Schulman, the same writer/director who did "Dead Poets Society", and "8 Heads in a Duffel Bag" among others so it should be reasonable quality. Let's just hope he makes the radio station scenes realistic.

Shooting starts in L.A. anytime now and a 2006 release is scheduled.

APPLE ADDS RADIO TO IPOD

Since the previous edition of The Radio Wave Apple have announced the launch of the iPod Radio Remote which adds FM radio to the iPod nano and iPod with video.

When the device is connected to your iPod, a "radio" menu option becomes available which then presents you with an interface that looks like an analog radio dial.

You can then search for a station or move from station to station with either your iPod's clickwheel or the wired

remote and save favorite channels for future reference .

In addition to FM tuning, the accessory works as a convenient remote control for most audio, video, and photo functions, though you can't jump between playlists.

It also has a pair of earbuds that have a shorter cord so that you won't have to deal with additional cabling.

It will be interesting to see how the iPod's battery lasts since the remote draws power from the main unit.

Pity it's only FM as there are still many AM programs that iPod owners would like to hear especially sports coverage.

RADIO STUNTS...IF IT WORKS ONCE KEEP DOING IT

Birmingham commercial radio station, BRMB, is resurrecting a publicity stunt in which two complete strangers will meet live on-air, and get married minutes later.

Two Strangers and a Wedding was launched by BRMB in 1999 and attracted swarms of media attention across the world when Greg Cordell and Carla Germaine took part in the blind wedding.

The station is holding auditions to select four grooms and four brides, who will then be put to the listener vote. The wedding itself will take place later this month.

The Birmingham pop station is no stranger to high-profile publicity stunts. You may recall The Radio Wave reporting back In 2003 BRMB being fined £15,000 after competition participants were left with severe frostbite from sitting on blocks of dry ice to win concert tickets.

HOW TO LOOSE LISTENERS

Portugal's powers-that-be are trying to promote home-grown music by forcing radio stations to make at least a quarter of their playlist by Portuguese talent or face fines.

Reason given is to support the national music industry and protect Portugal's identity in the 25-nation European Union. There's a similar law in France, which requires 40 percent of music to be French.

Foreign pop and rock dominate the Portuguese airwaves in the nation of 10 million people, where the music scene is best known for its traditional fado melodies – a kind of blues accompanied by a lute-like guitar – but also there's a growing number of pop bands.

In 2005, only 7 per cent of stations' music was Portuguese while local music represented a quarter of music sales.

Opponents say the move could turn listeners off and hurt radio stations' advertising revenues.

It will.

OUTSIDE BROADCAST GOES OFF WITH A BANG

An irate woman banging loudly on the windows of the Sydney 2UE mobile studio demanding the p.a. be turned down distracted the presenters inside and gave listeners some pretty compelling radio.

The station was on location as part of the lead up to a Symphony in the Domain concert at which the Sydney Symphony Orchestra were to present a rendition of the work of George Gershwin.

The guy on air at the time, Mike Williams told me: "I was doing the Real Estate Show with John Edwards near 1.30. There were thousands of people around including some who'd been camping there for a couple of days."

"Suddenly this woman appeared out of nowhere. She was small. She was beetroot coloured and she started banging on the front window of the caravan. We both got the fright of our lives! In fact the blood had drained out of John's face. She was really pounding on the window and we thought the glass would break. I told her to stop or she'd hurt herself."

"People were running from everywhere and security told her to go away. Which she did. Then a second woman who was with the first one came over and picked up where her companion had left off screaming at the top of her voice 'Turn it down! Turn it down!'

"Security said they'd either been drinking or had been out in the sun too long."

Or maybe were disgruntled real estate investors.

LA STATION STANDS BY ITS MAN

The Council on American-Islamic Relations has demanded an apology for emarks by top rated Bill Handel on Los Angeles AM 640 KFI.

Handel was commenting on the stampede that killed hundreds of Muslims during their annual pilgrimage to Mecca.

Handel joked that the Muslims at the pilgrimage should use a helicopter to monitor pilgrimage traffic as is done on the Los Angeles freeways with the KFI in the Sky reports.

Jokingly Handel added: "This is Mahmoud Nolan. Hajj in the Sky. There is an accident ... Ali lost his sandal on the on-ramp to the Martin Luther King Jr. freeway ..."

However KFI say they will not censor their hosts, nor tell them what to say or not to say. In a statement the station said: "KFI is a strong and passionate believer in first amendment rights and that is at the very core of this radio station."

Good one, KFI

THE WRATH OF ROTH

The former Van Halen front man turned shock jock David Lee Roth is having a rough launch as Howard Stern's successor, with radio station staff upset about his bad behavior.

They're saying at 92.3 Free FM in New York- formerly K-Rock - that Roth and his manager, Matt Sencio, "are totally out of control and out of their league when it comes to producing a radio show."

"This guy is impossible to work with. A real arrogant, self-righteous arsehole. All the execs know they made the two biggest errors in radio history - letting Stern go to Sirius and hiring this moron Roth."

"He never preps for a show. He is out the door five minutes after the show, unless he is 'forced' to record a commercial or re-record ones he made errors on."

According to the anti-Roth faction, he demanded that general manager Tom Chiusano do expensive renovations on Stern's old studio, then refused to use it, claiming asbestos infestation. He ripped down the walls of a temporary studio because of suspected dust behind the walls.

A staffer says: "He swears he is allergic to dust and smoke, but smells like an ashtray".

Apparently Roth's manager got into a shouting match with the program director on one of the first few days of the show. Roth insisted on decorating the halls and studios, and then he had a moving company come in and remove dozens of pictures and his fake palm trees.

It's almost like he wants to be fired and take the money and run.

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.

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