

"THE RADIO WAVE"

Keeping Radio People in Touch"

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Issue #47

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By subscription only! Welcome to the forty-seventh issue of

THE RADIO WAVE

You are receiving this because you requested a subscription.

Unsubscribe instructions are at the end of this newsletter.

OUR NEW WEBSITE - TOTALLY FOR KIDS

The world's first on-line content portal for independent music
and film has launched its second music stream... BoostDigital
Kids Radio.

Our first channel, Boost Digital Radio, which plays only
new, independent music, is bopping along nicely, and now
we have a program stream dedicated to entertaining kids
in the 2 to 5 year old bracket.

We have a real cutie of a DJ, Dee Dee, who plays all the
kid's favourites including The Wiggles, Hi Five, Bob the
Builder and Bananas in Pyjamas.

Highlights include Kids News, Story Time, (with Uncle Ian -

don't ask!)reports from roving reporters, Boosta the Boost robot and there's also kids music videos.

Know any kids 2 to 5? Pass it on please.

www.boostdigital.com Go to Kids Radio.

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G'DAY

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 a story...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.

WE HAVE MAIL

G'day Ian - what is it lately with radio ads using that annoying (well to me) trick of changing the quality of the audio "voice over" - you know, the first part is FM quality, then the voice over becomes "telephone" quality and then back again.

EVERYONE seems to be doing it! I rest my case of 12 months ago - there is nothing new in the imagination of writers / producers.

(suspect I will be flamed again :))

David Hague

COMMENT: Now you've pointed it out...yeah...you're right. It is happening a lot isn't it? Like everything else it probably won't last long. Some creative audio producer will discover something else you can do with Pro Tools or Cool

Edit then they'll all be copying that.

MORE MAIL

In the February issue of The Radio Wave I reported 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.

Opponents said the move could turn listeners off and hurt radio stations' advertising revenues. I agreed with them.

However, reader Steve Young in Canada doesn't agree.

Hi Ian,

I feel compelled to argue a point relating to your response to the item regarding "Portuguese home-grown music content on Portuguese radio stations" in your latest newsletter.

I remember when the Canadian Radio and Television Commission (C.R.T.C.) implemented the CanCon rules back in the 1960's. The rules required that Canadian radio stations devoted at least (if memory serves me correctly) 25% of their play list to Canadian music.

In those days "Canadian" music had a pretty broad definition, it might simply require that the piece of music was written by a Canadian, even if that person was now resident in the

U.S.A. or some other country.

At that time broadcasters whined, whimpered and complained that this would kill Canadian radio (it was easy for them, at the time, to simply parrot their American counterparts both in programming content, especially musical content, and in on-air presentation).

But I digress, the point that I wish to make is, that despite the objections of Canadian broadcasters regarding loss of listeners and advertising revenues, there was in fact, ultimately, very little diminishment in either area.

On the other hand the extremely positive outcome was an invigorated and every-strengthening Canadian music industry which eventually spawned a whole new wave of talent, people such as Neil Young, Burton Cummings and the Guess Who, Bryan Adams, Celine Dionne, Sarah McLaughlin....I could go on and on.

Now these artists are proudly featured on Canadian radio stations and are heard around the world.

The only thing that is diminishing the listening audiences in Canada today is steady erosion of the "local on-air personality", as radio gives way to corporate conglomerates and heavy concentration of resources that see a common branding and sharing of station imaging and programming among groups of stations across the country.

Thank goodness, though, for the introduction of Canadian Content so many years ago...it stimulated our home-grown talent and enabled Canadians artists to step up to the microphone and take centre-stage around the world. I hope that a similar outcome will be realized by artists (and radio stations) in Portugal.

Sincerely,

Steve Young

Victoria, B.C.

Canada

COMMENT:

Thanks Steve.

I've always been led to believe that the Canadian local content law had created pretty boring programming for listeners to music radio as stations were forced to play a lot of substandard stuff just to keep their percentage up.

Looks like I was misinformed.

HOWARD STERN IN SIRIUS TROUBLE

In the U.S. CBS Radio has filed suit against Howard Stern and Sirius Satellite Radio, Inc. The "shock jock" is accused of misappropriating millions of dollars' worth of CBS airtime

before he left for Sirius Satellite Radio in January.

In the suit CBS says Stern improperly used its airtime to promote his move to Sirius in an effort to attract subscribers to the new service.

And what's more the suit accuses Stern of failing to turn over master recordings of his old show to CBS, which claims to own them.

Stern was motivated, the complaint said, by a clause in his contract that called for Sirius to accelerate the payment of millions of shares to him if certain subscriber targets were met.

COMMENT:

Because of the anti-indecency rulings, which drove Howard Stern away from terrestrial radio into the arms of satellite, his show was on delay and censored to keep any naughty stuff from getting to air. Why then couldn't they have just as easily cut his raves about his move to Sirius?

Secondly, by taking Stern to court on the basis that he breached his contract by continually plugging his upcoming move to the opposition, all they're effectively doing is giving him another national promotion outlet to get publicity for his satellite show.

It's like they've given him a megaphone and told him how
to use it.

NICE WORK IF YOU CAN GET IT-OPRAH'S BIG CONTRACT

And in other satellite radio news...this September, Oprah
Winfrey will launch Oprah & Friends, a new satellite radio
channel, in a three-year, US\$55 million deal she signed
with XM Satellite Radio.

So...guess how much of that airtime will actually feature
Oprah?

Oprah's actual voice-time commitment to satellite radio -
just 30 minutes a week.

That's it - that's all the airtime Oprah Winfrey will
personally be filling on XM's new "Oprah and Friends"
"girl-talk" channel.

The rest of the airtime is all about her "friends" like BOB
Greene, Marianne Williamson and Gayle King.

Where can you get a contract like that? Thirty minutes of
voice tracking a week for three years after which time you've
picked up 55 mill.

GET 'EM WHILE THEY'RE YOUNG

BBC Radio 1 has been criticised by the media watchdog Ofcom for broadcasting fake adverts for sex chatlines.

The adverts, played at 4.20pm, included "sounds of graphic sexual moans and groans", were trailers for the advice show Sunday Surgery.

The BBC said the ads formed part of a safe sex campaign on the show.

But Ofcom said the trailers, which attracted 14 complaints, were "totally inappropriate" and found the BBC in breach of its guidelines.

The promos, which were broadcast in September, were aimed at 16 to 24-year-olds.

They broke into normal music programming and were designed to sound like radio interference from another station.

Many of those complaining believed they had heard an illegal broadcaster interrupting Radio 1 transmission.

One trailer said: "Dirty hot babes all over the UK looking for you to make their body rock", while another said: "Call me now - I've got lips to leave you breathless and a body

to make you moan".

The BBC said the adverts were scheduled to avoid times when the youngest children would be listening, (4.20pm??) adding that the subject matter would have "passed over the heads" of young children.

The BBC added: "The campaign was felt to have a clear and serious educational purpose.

Like leaving a lot of kindergarten teachers having to explain to the kids what "dirty hot babes" are.

TEARS BEFORE BEDTIME FOR RADIO PROMOTIONS GIRLS

This month's radio news from Uganda!

Here is the shocking story as reported by The New Vision online...

Police arrested 11 skimpily-dressed girls who were advertising a new radio station, Hot 1009 FM, at the Wandegeya junction.

Clad in body-hugging red-hot pants and navel-exposing tank tops, the girls were armed with brochures and posters, some of which they seductively tucked in their pants.

Wandegeya CID chief Rashid Obbo, who ordered their arrest,

said "The girls' arrest followed enormous complaints from members of the public about their attire that was perceived as indecent."

"They were trying to advertise a new radio station but their dressing was improper. They were idle and disorderly. They were dressed in an indecent way that could excite the public. In fact many people were annoyed with them," Obbo said.

He said the girls contravened section 167 sub-section E of the penal code act. They pleaded for mercy amid tears upon arrest at 9:00am and were released at 2:00pm after they promised never to engage in such acts again.

Obbo said the girls were released with a serious caution never to involve in such an act again.

Police also recorded statements from Isaac Mulindwa, the station proprietor and Shamim Asimwe, an administrator, whom they also cautioned.

Sounds like a pretty successful promotion.

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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No virus found in this outgoing message.
Checked by AVG Free Edition.
Version: 7.0.375 / Virus Database: 268.1.2/274 - Release Date: 3/03/2006

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