

"THE RADIO WAVE"

Keeping Radio People in Touch"

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Issue #48

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

THE RADIO WAVE

You are receiving this because you requested a subscription.

Unsubscribe instructions are at the end of this newsletter.

MUSIC TO BOOST YOU

First up a reminder about our new internet entertainment portal
site...Boost Digital.com

The online radio station Boost Digital Radio is streaming 24/7
with all-new independent music and we've just launched the kids
channel BoostDigital Kids.

Even if you're an adult, if you're feeling a bit down, tired or
depressed, have a listen. It'll really pick you up! Love
those Muppets!

Also on the site are short films, music videos, online games

and digital photography. And soon to come...music downloads.

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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G'DAY

Welcome to issue 48 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

Peace.

WE HAVE MAIL

In the March issue of The Radio Wave I ran this letter from David Hague...

"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."

Here's an excellent reply from a leading, experienced radio production guy...

Dear Ian.

Interesting to read about the over use of electronic effects, in today's Radio Commercials and Promos.

So why do they do it?

Basically it boils down to a bad script, so sound engineers wallpaper over the cracks, in attempt to prop up a piece of bad communication, with all sorts of electronic distraction.

An effective radio ad, communicates to the audience, with a clear idea, or thought, of what the product is about. No amount of reverb, echo, or phasing is going to convince a listener to buy or respond to the product.

In most cases its just the sound engineers ego, saying "hey look what I can do"

People only respond to ads, when they have already built up a desire for the product. In other words they subconsciously have already made up their minds to buy that new car, or go on a holiday.

Only when they are ready, will they purchase, or make a follow up phone call to enquire about the price of their inbuilt desire.

The advertising industry think they sell. Wrong, its the other way around.

People buy their dreams and desires. Advertising only arouses inbuilt passion.

So next time you hear an ad d, or about to make one ask yourself, does the electronic wizardry, add or subtract from the original thought or idea.

In 99% of cases, these effects only get in the way.

I will leave that thought with you.

Brian Newington.

Radio Production Guru.

COMMENT: And a very good thought too, Brian.

STATION'S AUDIENCE GETTING GOOD RECEPTION

Relatively new Australian station Vega, which broadcasts to baby-boomers in Melbourne and Sydney, has had a far from spectacular launch with unexpectedly disastrous ratings.

So executives were not amused when the pranksters from ABC-TV's "The Chaser" program, which specialises in cheeky stunts, turned up at the studios of Vega 95.3FM with a group of 12 extras and told a receptionist they'd brought the station's entire audience into the studio, to save the station the cost of broadcasting.

IN THE ZONE WITH PRO RADIO

Prostitutes in the Brazilian city of Salvador are starting up their own radio station.

The Association of Prostitutes of Bahia state has won government permission for the project which will allow FM station Radio Zona to start broadcasting in the second half of this year.

The project coordinator Sandro Correia says "We are not going to apologise for prostitution but we are going to struggle for

the dignity of the profession."

The idea is not about attracting women to the business. The station will feature programs about the trade but will also discuss issues such as human rights, social questions, and sexual abuse.

Working girls and media professionals such as Correia will staff the station and will give prostitutes training in an alternative job. Funding will come from association funds, advertising and sponsorship.

It seems prostitution is widespread in Brazil, especially in Bahia state and other parts of the impoverished northeast.

In fact international rights organisations have criticised the country as a destination for sex tourism and child prostitution.

Wonder if the station will offer barter advertising?

TEACHER ACTUALLY ASKS STUDENTS TO THINK

The day after President Bush's State of the Union address, social studies teacher Jay Bennish warned his world geography

class not to be taken in.

Bennish told his students: "Sounds a lot like the things that Adolf Hitler used to say. 'We're the only ones who are right, everyone else is backward and our job is to conquer the world.' "

The teacher quickly made clear that he wasn't equating Bush with Hitler, but the damage was done. A sophomore in the class had recorded the lecture on an MP3 player, and turned it over to a local conservative talk radio show.

Bennish, who has taught at Overland High School for five years, was placed on paid leave by the Cherry Creek School District, which sparked an uproar over issues of free speech and teacher conduct.

About 150 Overland students walked out of class to protest Bennish's absence, and the teacher's lawyer – who met with district officials Friday – has threatened a federal lawsuit.

Attorney David Lane contended on the Mike Rosen radio show, which originally played the tape, that his client's comments were not outlandish and were intended to get students to think about current events.

Lane added that if Bennish had spoken strongly in support of Bush, he would not be under investigation.

A partial transcript of the student's recording had Bennish voicing a range of criticisms of U.S. policy and the war in Iraq. Bennish has not disputed the accuracy of the recording.

The teacher said in the recording that American troops had spent 30 years fighting the drug war in Colombia and using chemical weapons to eradicate coca fields.

Bennish called the U.S. "probably the single most violent nation on planet Earth," saying it had committed more than 7,000 "terrorist sabotage acts" against Cuba.

According to the transcript, Bennish concluded by telling his students: "I'm not implying in any way you should agree with me. What I'm trying to do is to get you to think about these issues more in depth." He thanked them for asking questions.

Give this man a radio show!

DEAR DIARY - GET LOST

The paper and pencil diary has been the best system we've had so far to gather radio ratings.

It's been the best method of getting a fix on how stations are rating but at the same time far from infallible.

Now comes the Portable People Meter measurement device. Looking like a pager it detects encoded radio (or television) broadcasts whether it's indoors or out.

The PPM, which is about the size of a pager, sends information on what stations people are listening to, and for how long, to a data collection center.

Arbitron Inc. have just announced they will begin introducing their PPM in the top 50 U.S. markets this July.

Pierre Bouvard, Arbitron president of marketing, said:

"This greatly expands the speed in which we get the information and the accuracy because people tend to exaggerate in diaries. With the device, it's so easy, they don't have to do anything."

Bill Cook, a market researcher with the Advertising

Research Foundation in New York said: "Nobody thinks the diary is a good solution, it's too inaccurate."

Yes...and this inaccurate system for years has affected whether on-air people keep or lose their jobs or even have their entire radio future ruined.

LATE NEWS: Arbitron, in a move that could throw off the timing of the entire rollout of the portable people meter service to the top 50 markets, has agreed to delay its rollout of the PPM service in Houston - planned for July - until it receives Media Rating Council accreditation.

Arbitron completed an MRC audit in February, but the Council is still in the process of reviewing the service and has yet to give accreditation, which could take several more months.

NEW SOFTWARE DOWNLOADS COMPLETE SONGS FROM FM RADIO TO PC

Here's some new software that downloads complete songs, talk shows, interviews and live sessions directly from FM radio to a PC. Snaptune, Inc. has released Snaptune™ One.

You pick your favorite local radio stations from a list for

your location, and Snaptune does the rest. It displays a list of the songs playing on the radio as it finds them. You can sort them, play them, write them, burn them, or transfer them to an iPod or other media player.

Snaptune uses pattern-matching techniques to find songs without any reference to play lists or other external data allowing it to work on almost any radio station.

It can podcast directly across a home network to iTunes on your laptop and from there onto an iPod. It also works with online music stores to provide a direct link to purchase albums related to any song it finds.

Two versions of Snaptune One are available in Beta as of this writing: a limited free version that can write or transfer up to 20 songs and a premium version for US\$39.95 that can export an unlimited number of songs in either WMA or MP3 format.

The limited free version is fully functional apart from the limit on writing. Both versions will be upgraded automatically to the final version as soon as it is available.

Snaptune One works with common FM tuner cards like those found in most Media Center PCs, and with external USB FM

tuners like the Griffin radioSHARK. It can also work with a simple line-in cable connected to an existing radio or FM receiver.

They claim it works anywhere in the world. The only downside I can see is they recommend you leave your computer on 24 hours a day.

For more information, visit www.snaptune.com

PILOTS GETTING DOWN WITH HIP-HOP

These days, pilots at Miami International Airport are hearing something unexpected in their headphones: hip-hop from a pirate radio station.

It began with airline pilots reporting hip-hop songs playing on two frequencies from a station calling itself Da Streetz.

Authorities pinpointed the source of the transmission: a stucco-and-brick, two-story warehouse in which they discovered a large radio antenna mounted on a tower next to the building.

Armed with a search warrant, they confiscated three computers, a monitor, a mixing board, a stereo compressor, a microphone,

a two-deck CD player, a telephone, a DSL modem, two stereo speakers, three grey three-ring binders and 10 cases filled with CDs.

But no radio transmitter. And no disc jockey.

Meanwhile, Da Streetz remains on the air.

The music from the pirate radio station has been so troublesome recently that a federal engineer who specializes in frequency transmissions was sent to Miami to help investigators locate the signal.

The owner of the warehouse had no idea the building was being used as an illegal station.

With its flat terrain, South Florida has long been described as the pirate radio capital of the United States.

On any given day, between nine and 20 illegal stations are playing in South Florida, according to the Florida Association of Broadcasters. Some air around the clock; many switch frequencies and locations often.

C. Patrick Roberts, the organization's president said:

"They get a kick out of it. They laugh at everybody."

D.J.WARS

A Central Florida radio personality was charged with simple battery after he rushed a stage in Orlando and punched a radio show host at a competing station, breaking his nose.

An Orlando police report alleged that shortly before midnight

O-Rock 105.9 FM's Drew Garabo was attacked by one of 104.1 FM's "Monsters in the Morning" personalities "Blackbean," whose real name is Carlos Navarro.

Garabo said he was "sucker punched" by Navarro, who rushed a stage at the radio event.

Garabo said: "I was hosting an event on Church Street when out of nowhere I was physically attacked. As a result of this attack, I received a fractured nose. And I have two black eyes."

The police report indicates Navarro told police that Garabo called his girlfriend "a name".

Garabo said that after the punch, Navarro repeatedly hit

him while he was down.

Navarro was arrested and charged after the attack.

A TOAST TO DIGITAL RADIO

Dualit, the company behind those swish expensive toasters, has decided to launch a digital radio, that rather disappointingly doesn't make toast. But it looks just like a toaster.

Designed to complement other products in the Dualit collection the new radio promises DAB and FM reception and a polished aluminium casing and softly rounded corners similar to its Vario toaster.

Sound is provided by the 8W, 4-inch speaker and there are a measly five presets for FM and DAB modes allowing you quick and easy access to a few of your favourite radio stations.

Between the two control knobs on the top of the unit is a large white-on-blue easy-view LCD display.

The radio incorporates a built-in rechargeable NiMH battery and promises 3-4 hours in DAB mode and 7-8 hours for FM.

Those short of a kitchen timer will also be pleased to hear

that the radio has one built in so you don't burn the dinner.

The Dualit DAB radio comes in three colours: polished aluminium, black and cream, and will be available in the UK from mid-May 2006 at John Lewis.

More at <http://www.dualit.com/index2.htm>

PERSONAL NOTE

There may, or may not be, an issue of The Radio Wave next month.

It all depends on the state of my internet connections as I will be overseas for three weeks attending the annual NAB (National Association of Broadcasters) convention (this year in Las Vegas) and on to London for my daughter's wedding on May 6th. to a bloke who's actually from the same Sydney suburb where I live.

Why couldn't they come back here and do it?

Probably because Josie is (said with pride) Deputy News Editor at Channel Five (out of BSkyB newsroom) and can't get away.

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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